

Advertising

Having decided what features you can offer, which make you a desirable employer, you are now ready to begin the search for a new employee. The job advertisement should contain essential information about the position along with the type of person you are looking for and include:

- Settings name and location
- Job title
- Essential qualifications
- Outline of what the job involves as per your job description
- Main features of the person specification
- Hours of work (whether flexible working/job share would be considered)
- Pay scale
- Additional benefits
- How to apply

Many settings have been in a frustrating position of finding the perfect candidate, offering them the job, and then have them turn it down. In instances such as these it is important to reflect and review your recruitment strategy, to find out, why they may have turned the position down, what they thought when they visited the setting or had their interview. It may also be useful to revisit your advert or job description to ensure you are clear on who you are and what you are looking for.

Tip!

Remember it isn't just a job that people are looking for they want to know what benefits are available, it's therefore equally as important to advertise and promote your settings unique selling points. This can often make a more eye-catching advertisement, describe your setting, its location, its values and how you support your staff e.g. training, perhaps you offer family friendly/flexible working or subsidised childcare? – Sell yourself!