



### What to think about before advertising

Your aim is to attract a good selection of high quality candidates and to ensure equal opportunities for all by advertising widely.

- What skills and behaviours are needed in your current staff team?
- What do your current staff like about working for you?
- Is there an existing staff member who would be suitable for an internal promotion?
- Include your ethos and values within your advert and on your website and social media.
- What are you looking for in terms of professional standards and qualifications? Details on full and relevant qualifications can be found here [Check early years qualifications guidance](#)
- Information from the above will help you to write a job and person profile.
- Emphasise your commitment to diversity and inclusion (see Factsheet 3).
- Be inclusive of workers with disabilities and consider where adjustments can be made for applicants with disabilities.
- Include statements in job adverts to encourage applications from underrepresented groups, such as 'We particularly welcome male applicants'.



## Where to advertise

- You will need to know where your advert is most likely to reach applicants with the skills and attributes you want to attract.
- You will need to know who your advert should be targeted towards. For example, have you thought about upskilling parents into your workforce?
- Social Media can be a cost-effective way to advertise a job and reach your target audience. Post an accurate job description on your page and request people share with those who they think will be suitable and interested. You could post on private early years groups so you know that you are reaching your target market.

## Essentials to include in your advertisement

- Include setting name, location, contact name and details, website, and social media page.
- Be specific in saying what level of qualification, training and experience is required.
- State what the job involves and essential skills to do the job.
- State the hours of work- days, times, number of weeks, flexible patterns, permanent, temporary.
- Salary information- per annum, per hour, pro rata. The salary must meet National Minimum Wage.
- Include essential information based on the job description.
- Include a statement of commitment to equal opportunities in the advert, to promote your setting as one that will welcome applications from all sections of the community.
- Check words and phrases to eliminate implicit and explicit bias and increase diversity.
- Include a statement of commitment to safeguarding and promoting the welfare of children to deter unsuitable applicants [Safer recruitment best practice guidance](#)
- State that the successful applicant will be required to undertake an enhanced Disclosure and Barring Service (DBS) check.
- Check your spelling and grammar.
- State how to apply (by email, post, online) and who to contact for further information.
- Include an 'interview date' and 'application closing date'.



## Maximising interest in your advertisement

- Start with a clear job title- this will impact on who looks at your advert.
- An easy-to-read advert will attract more people to apply. Use headings, paragraphs, and bullet points to break it up.
- Make sure that the role is clearly explained.
- Include your logo.
- Think about what candidates will be searching for and grab their attention with a good opening sentence.
- Describe your setting- size of team, ages and numbers of children and be sure to include any unique selling points.
- Sell your setting and describe the benefits- such as flexible working, pension scheme, uniform, holiday leave, subsidised childcare for staff, training given and opportunities for career progression.
- Pay is a major issue in recruiting applicants in childcare. State the pay in the advert and where possible make your salary competitive. State what other benefits you offer (recommend a friend scheme, free lunch and uniforms, number of days annual and additional days off such as birthdays, discounted childcare, reward days and number of staff professional development days).
- Include questions to attract candidates with the skills and attributes that you need– “Do you have experience of...”, “Are you passionate about making a difference to the lives of children?”
- Try to really show potential applicants why they should apply. What is different about working for you? What do current staff say about working for you?
- Consider signposting to your website from your advertisement. This can be a way of showing potential applicants more information about your setting and showcasing it. This could be via photographs or a video of the provision or of staff talking about why they value working at the setting.

