

Advertising vacancies

Making your money go further...

Childcare providers may want to advertise their vacancies through [Universal Jobmatch](#).

Jobcentre plus will also advertise your vacancies at no cost to your business – so it's worth visiting their website for more information: [Job Centre Plus](#).

You may wish to advertise in the local press. Contact the advertising department at the relevant newspaper for up-to-date rates. Advertising vacancies in local media can be costly, so also consider advertising your vacancies internally – through an internal vacancy bulletin or vacancy board.

Utilise Social Media to advertise job vacancies, LinkedIn, Twitter and Facebook will allow you to reach a large number of people for little or no cost.

Advertising internally - the benefits

- Your recruitment practice will be seen as transparent and fair
- You'll be showing recognition of staff and giving them the chance to develop

Get the basics right

Ensure in all cases that the job vacancy outlines the basic information such as:

- Job title
- Location
- Key aspects
- Job description and person specification
- Grade and wage – including salary details or hourly rate will ensure that you receive a greater response to your advertisement
- Details of how to apply
- Closing date

Dealing with enquiries

Consider your policy on speculative enquiries with regards to vacancies. Ensure that all enquiries are dealt with promptly and politely and ensure that the processing of these applications is in line with your recruitment policy, employment and equal opportunities legislation.

Advertising a vacancy: your checklist:-

- Consider carefully the points you want to put across in the advert
- How will you make your vacancy more appealing?

- Does the job title make sense to anyone who does not work within your setting or within the sector?
- Make sure that you write a brief job description including the majority of tasks the successful applicant will be expected to undertake
- Include a 'person specification' - which outlines the type of skills and experiences you're expecting from applicants. Be sure to include specific qualifications. This will help you to make the right choices during the shortlisting and interviewing process.
- Don't forget to include the total number of hours applicants will be expected to work
- Consider if your vacant post could be a 'jobshare'
- Try to include the salary - even if is a broad wage band. Most people want to know how much they'll be paid before they apply
- Think about whether you would employ someone less qualified who was willing to take up further training
- Remember to include a named contact for applicants to speak to
- Think about providing an application form - this would standardise the information you receive back; it can also make it easier to gain essential information from candidates - such as gaps in employment history. Click here for a [Sample Job Application Form](#)
- The safety of the children in your care is paramount - make sure that you refer to the Disclosure and Barring Service checks in your advert.