

Early Years Recruitment

Advertising a Vacancy

Promoting career opportunities in early years and childcare by using targeted channels plays an essential role in recruitment. You may want to consider online and offline advertising, social media advertising, recruitment open days and practical experiences for prospective candidates.

Where to advertise

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

Job Centre 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](#)

Advertise locally where there are notice boards such as libraries, post offices, shops, local community notice boards, colleges etc and don't forget many towns and villages now have community Facebook sites, so it's worth contacting the administrator to see if they will let you post on there.

Use social media to advertise job vacancies, Facebook, LinkedIn and Twitter will allow you to reach a larger number of people, target the audience and choose demographics for little or no cost. Further below in this guidance are some handy tips to support you with social media recruitment and the NCC Corporate Communications Team have created a guidance document about social media video content for recruitment.

A FREE Facebook page has been created by Nottinghamshire providers to advertise and to seek positions in childcare and early education across the county. You can visit the Facebook page via this link [Nursery heroes and heroines wanted! | Facebook](#)

Simply upload an advert detailing the vacancy, hours, salary and any perks and await prospective applicants getting in touch with you. Don't forget to share this page - it is new and in order to get the message out there to prospective superheroes it needs to be shared far and wide.

Childcare providers may want to advertise their vacancies through the Nottinghamshire County Council Jobs site. Please use the [Advert Request Form](#). You will have the option to pay up-front by credit/debit card which will attract a 10% discount. NCC Website cost £110 per vacancy.

There are a number of online jobs websites such as Indeed, Total Jobs, Reed and many more that you can find via a website search. Indeed does offer you the opportunity to advertise a basic advert for free for further information visit [How to Post a Job on Indeed](#)

The advert

The main purpose of the job advert is to attract good quality, suitable applicants. Make sure it's written in plain English. Take a look at [How to write in plain English](#) for guidance, it's not as easy as you'd think!

Job adverts must be accessible to all and must not discriminate in any way. It is recommended to include a statement of commitment to equal opportunities in the advert, to promote your organisation as one that will welcome applications from all sections of the community.

The job advert is the first opportunity an employer may have to show potential employees how important the welfare of children and young people is in the organisation.

Including a statement of commitment to safeguarding and promoting the welfare of children may help to deter potential abusers and unwanted applications, but it's important to follow Safer Recruitment practices at all times. Nottinghamshire Safeguarding Children Partnership has an e-learning course on Safer Recruitment at [E-learning - Learning Pool \(nottinghamshire.gov.uk\)](https://www.nottinghamshire.gov.uk/e-learning-learning-pool)

Information on the job advert should be based on the job description and person specification and should clearly state that the successful applicant will be required to undertake an enhanced Disclosure and Barring Service (DBS) check.

Avoid generalisations and subjective information like 'appropriate qualifications' or 'attractive salary' as this may discourage valid applications. Be specific about the skills and knowledge you are looking for.

All adverts should carry the same information, whether for internal or external use and if you have a company logo or relevant images it may be appropriate to include these within your advert, it may attract more people to view your advert.

When advertising a vacancy, the outcome is to get a good selection of good quality candidates and ensure equal opportunities to all by advertising as widespread as possible.

A good advert should include:

- 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

Resources to support your recruitment

Leaflet

We have created a leaflet (e-version and hard copy) to promote working in the sector.

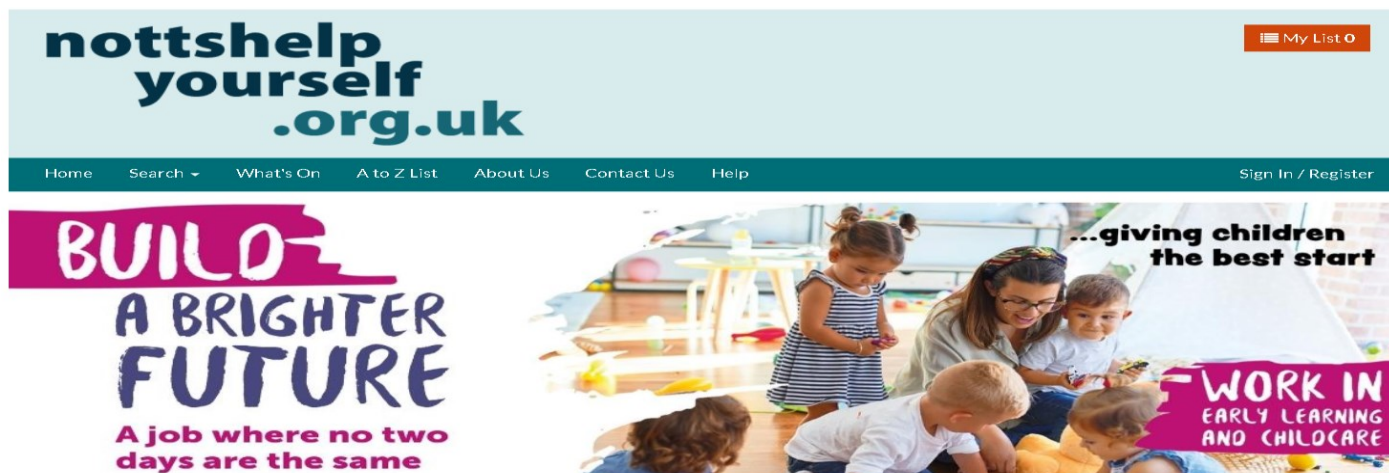
Alongside this guidance we have attached an e-version copy of the leaflet so that you can save and use during your recruitment campaigns.

You can also click on the image to open this leaflet and read more.

A copy is also available on the Nottinghamshire Early Years Provider Webpage:

<https://www.nottinghamshire.gov.uk/care/early-years-and-childcare/childcare-providers/free-childcare-providers-information>





Website

Notts Help Yourself (our virtual Family Hub, one stop shop for information) has been updated making it clearer to find out about working in the sector, adding lots of videos to encourage people to consider it for a rewarding career. Take a look at the updated webpages and use in your recruitment campaigns to direct prospective candidates to find out more information about working in early learning and childcare.

[Working in Childcare | Notts Help Yourself](#)

Digital content- E-mail and Social Media Banners

To be used for NCC social media channels and also for providers to use on their own social media platforms. Alongside this guidance we have attached an e-version copy of the banner so that you can save and use during your recruitment campaigns.



Roller Banners



The Early Childhood Services team have x4 roller banners to promote childminding as a career and working in early learning and childcare. These will be used at career/job fairs and they can be reserved by providers for open days and recruitment events. Just drop us an email if you'd like to use them:
earlychildhoodservices@nottsc.gov.uk



Helpful tips on using social media for recruitment

- **Communicate with current staff:** Ask your team what it is they like about working at the setting. This information can be used on social media to send a clear message to new recruits.
- **Create some audio material:** Talk to your team about making some audio videos about them talking about why working at the nursery is such a great place. This visual material is perfect to use on social media and it will attract those ideal candidates
- **Create a targeted Facebook advert:** They are a great way to promote many things such as your website, your actual Facebook page, but why not use it to promote your vacancies too. You will have to add your vacancy to your website. Try and make your advert stand out, use a personal video with information, a link to the job description and an application form.
- **Look at other ways to connect with potential candidates:** Have you ever thought of using LinkedIn, this can be effective when recruiting more senior roles. It is a great tool to connect with other early years professionals and it enables you to keep an eye out on people moving or relocating. You can create a business page on LinkedIn and advertise your vacancies; it can cost more than Facebook however it can be more targeted [LinkedIn](#)
- **Keep recruitment in mind:** Whether you have vacancy to fill or not, always keep recruitment in mind. Use social media as a way of making your team feel valued and always remind parents and staff about what a great place your setting is to work at.



!! We're hiring !!

If you want to join a happy and relaxed team on a part time basis then get in touch. We have a maximum of 16 hours available which can be split and include mum shifts, evenings and a Saturday. You must be at least 18 years old so please get in touch if you're interested in joining us [REDACTED]





Social media video content for recruitment and marketing

Statistics

- Video content accounted for 80% of all consumer internet traffic in 2019.
- Social media videos generate 1,200% more shares compared with images and text combined.
- 87% of online marketers use video content.
- The volume of mobile video consumption increases by 100% every year.

Video length

- Most videos should be a maximum of 2 minutes long. Shorter is better.
- For Facebook, videos should ideally be 24-90 seconds long.
- For Twitter, videos should ideally be 20-45 seconds long.

Videos can be edited so that those used on social media are cut down versions (or 'trailers', with a link to the full video in the post).

Videos that are shorter, and / or in the lengths outlined above, are much more likely to be watched by more people.

Data protection and consent

You will need consent from anyone who appears on camera, to be compliant with data protection law. It will need to be something in writing so it may be worth considering creating a media consent form, however a email or written letter from the person is acceptable. Here's a template media consent form you could use:



Template for pv
Photograph and recor

The golden rule is 'no surprises' – a person filmed should know and consent to every place where a video of them will appear, and the context of this (e.g. on a website, social media, etc.)

Style

Be relaxed, friendly, polite and informal. Talk as if you would talk to a friend, explaining things in plain English. Use of humour is fine (although obviously swearing is not).

At the end of the video, say thank you to the audience for watching.

Good videos

Videos that do well usually focus on a single, clear subject, so it is obvious what the video is about. They are useful and / or relevant to the intended audience, with an engaging speaker or speakers.

Tips for shooting your own video

- Do a test clip. See how the footage looks and sounds.

When shooting **inside**, for footage of a person talking directly to the camera: Position the camera (your phone, iPad, whatever you are using) directly facing you, for a 'head and shoulders' shot, something like as shown below. Ideally, your head should be directly in the centre. Try not to shoot looking down or up at the camera.



- **Lighting:** use plenty of light but try to avoid harsh / bright light from one single source, as this can result in lots of shadow. Light sources from different directions are good, with windows open to the side, and inside lights, but don't stand in front of a window, as this results in light contrast, which confuses the camera.
- Try to avoid a distracting background. Something neutral, in white or pastel shades, like a wall, is ideal. Bookshelves or similar work fine. Stand at least a few feet away to avoid casting a shadow, if possible.
- Smaller rooms, or those without much furniture, can cause an echo, so avoid those if possible. Speaking directly to the camera is usually fine, but if you do have a microphone, please use it.
- Keep the camera steady and in one place. If you can, prop it up, or fix it in position, this will avoid having shaky footage, but if not try to keep it as still as possible (having someone to help you / film you is a good idea).
- Record in landscape (horizontally), rather than portrait (vertically). This works better for editing and for most platforms / uses.
- When speaking, try and break up your sections into 'chunks', leaving pauses at natural break points, or at the end of a particular subject, rather than speaking continuously throughout. This makes it easier to edit the footage, if / when needed.
- Limit (or ensure there is no) background noise and talk directly to the camera in a clear voice (or use a microphone, if you have access to one).

When recording **outside**, or videoing something that requires moving the camera around:

- Try and keep the camera still, or as steady as possible. Make sure that the camera is always focusing on the relevant thing, and everything is in shot.
- Try to shoot in good lighting (around midday or early afternoon is usually better). Don't have the light behind you, or you will appear in shadow.
- Try to limit background noise, shooting in a place that is quiet. Talk directly to the camera, in a clear voice (or use a microphone, if you have access to one).