

# Recruitment and Retention: A Practical Toolkit

## Recruitment Content

We have collated a range of tips, examples and ideas in this section to support schools with messaging, communication and promotion of Teaching and Teacher Training. Feel free to use these resources at will, amending and customising them to your school's needs.

### Get into Teaching

The DFE has a comprehensive site that gives accurate, up-to-date information to potential teachers. To ensure your efforts to promote Teaching and Teacher Training have the best possible impact, talk about Get Into Teaching as a matter of course.

Always signpost people to read more at Get Into Teaching, by visiting:  
<https://getintoteaching.education.gov.uk>.

### Newsletter Content

School Newsletters are a powerful way to connect with the community. Including recruitment and promotional content for ITT is one of the most direct forms of marketing schools and ITT providers can access.

In this section, you will find examples of the kind of language and content you could include.

### Positive Messaging

Teaching is an incredibly rewarding career, but it doesn't always seem to be seen that way by the public.

Schools that project positivity about what it is like to be a teacher in their school, and who showcase the benefits and advantages of teaching are more likely to recruit high-quality staff.

Whatever you do, it's imperative to tell Good News Stories about teaching.

There are detailed Good News Stories that you can use for free earlier in this pack, or on our website:

<https://arthurterryteachingschool.atlp.org.uk/good-news-stories-homepage/>

At the end of this section, you will also find a selection of quotations from those articles, that you are free to use for your recruitment and promotion.



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## Sample Newsletter Advert

*Including short but informative articles like the one you can see below is an effective way of signposting your ITT provider, and advertising opportunities to potential recruits in your community.*

*You could quickly customise the text below and use it in your next newsletter.*

### Thinking of a career in teaching? You could train in our school!

**XXXX** School is committed to supporting the training of new teachers coming in to the profession. We provide placements and training opportunities for those training to teach through Coventry and Central Warwickshire Teaching School Hub and their partnership with the University of Warwick.

*The Partner Led teacher training programme offers you a great opportunity to train, qualify and gain employment as a teacher.*

*We also offer short-term experience placements for those considering a career in teaching.*

**We are recruiting** trainee teachers **now**. Please contact the Coventry and Central Warwickshire Teaching School Hub: [tshub@lawrencesherriffschool.com](mailto:tshub@lawrencesherriffschool.com) or calling 01788 843755



*If your school wants to get more involved in ITT by hosting placements and working with an accredited ITE provider, you can access 19 providers across the West Midlands by completing our Get Involved tool: [ITT Partnerships | Get Involved](#)*

Fully editable versions of all resources are available to schools who complete the [Recruitment and Retention Audit Tool](#).



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## Sample Newsletter Stub

*This example demonstrates an eye-catching approach to including this content in your communications. With simple, clear messaging it is impactful without taking very long to create, or too much space in your newsletter.*



**TOOLKIT ACADEMY**

## Autumn parent NEWSLETTER

**Teacher's Greeting**  
Morgan Maxwell

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam faucibus tempor euismod. Mauris sodales quam semper accumsan fermentum. Nulla facilisi. Praesent commodo, augue euismod tincidunt aliquam, arcu turpis efficitur neque, et fringilla tellus elit id nisl.

**Upcoming Events**

- Field Trip 22/11/2024
- Science Fair 4/12/2024
- Christmas Breakfast 13/12/2024

**What's New This School Year?**

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Read More

**Have you thought about changing to a career in teaching? It's not too late to become a Qualified Teacher!**

Make a real difference to the lives of young people and the next generation. Teaching is a hugely rewarding career, the need for teachers has never been greater.

For more information on how to Get Into Teaching, please visit: <https://getintoteaching.education.gov.uk>

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## Effective Language

*Communicating the right message is fundamental to promoting your school's brand and identity, and to getting the most out of your efforts to promote teaching and teacher training.*

*It's crucial that candidates associate your school with a positive culture and see the passion and potential that you see. Here are some ideas you can use and amend in your communications and social media.*

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### Here are some attention-grabbing headlines you can use:

- > Have you thought about changing to a career in teaching? It's not too late to become a Qualified Teacher!
- > Turn your passion into your career by becoming a Qualified Teacher. Expand on your skills and knowledge to motivate young minds.
- > Embrace your teaching potential. Become a qualified teacher and help make a difference to the next generation.
- > Every child deserves a great teacher... and that teacher, could be you!

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### Here are some key benefits which you can utilise in your copy:

- > Make a real difference to the lives of young people and the next generation - teaching is a hugely rewarding career.
  - > Great career progression prospects - from being a teacher to becoming a headteacher, anything is possible!
  - > Job security - the need for teachers has never been greater.
  - > Learn new things and skills within your chosen subject area.
  - > Excellent starting salary of £31,650 (or more in London) as a newly qualified teacher.
  - > Time off - you will get more day's holiday than people in many other jobs.
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## Web content/school app - short snippets

Here are some text snippets Start TSH Network have prepared that you can use on your website/school app. These are just short snippets which you are free to add to. If you need inspiration to create more short content pieces, please visit the ['Get Into Teaching'](#) website.

Key message	Call-to-action
Turn your passion into your profession with a career in teaching.	Click here for more information <a href="#">Get Into Teaching   Get Into Teaching GOV.UK</a>
Whether you want to change your career, or you've just graduated with a degree, find out what training you need to become a Qualified Teacher.	Click here for more information <a href="#">How to become a teacher   Get Into Teaching GOV.UK</a>
Embrace your teaching potential. Become a teacher and help make a difference to the next generation.	Click here for more information <a href="#">Get Into Teaching   Get Into Teaching GOV.UK</a>
Change lives with a rewarding career in teaching - did you know could earn a starting salary of £31,650 once you have Qualified Teacher Status (QTS)?	Click here for more information <a href="#">How to become a teacher   Get Into Teaching GOV.UK</a>

The above text snippets can be used in a variety of ways on your website/school app. This includes:

- create visual banners and add to homepage/existing appropriate page (this will be the most effective way)
- add text link to the ['Get Into Teaching'](#) website from an existing webpage that will be appropriate to link from
- create a new webpage with details about how people can get into the teaching profession and a call-to-action to the ['Get Into Teaching'](#) website.





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## Splash Quotes

The quotes below are aggregated from the Good News Stories section of this Toolkit. They cover a wide range of experiences. Consider using them in your posters and communications to promote teaching and tell your own Good News Stories.



"Having met Mrs O'Brien and seeing first-hand the positive impact she is having, I can only say it was an inspired decision."

"Teaching is NEVER boring - every single day is different! Different challenges, different successes."

"It is the most exhaustively rewarding role you will ever experience!"

"Every day is a school day...literally! I learn something new about or with my children hourly."

"Teaching keeps you young and in tune with the next generation!"

"Joining teaching was the best decision that I have made. One phrase that is embedded into my mind since training on the SCITT program is 'you create the weather in your classroom.'"

"The opportunity to inspire and shape the next generation is a truly unique position to hold."

"There is no greater feeling than seeing the impact of your work come to life—whether it's through a pupil overcoming challenges or achieving their goals."

"Celebrating the joy that small achievements can make in a child's life - teaching early reading really is rewarding and a privilege."

"Seeing the smiles and joy on children's faces every day, and the laughs and giggles between friends, really does make your day and is what teaching is all about."

"An inspiring factor of this for me, was the excellent teachers that I encountered through my school experience, particularly the ones that encouraged me to follow my dreams and recognise that nothing is impossible with hard work and dedication."

"Teaching is hard work. Look after your mental health and physical wellbeing, including prioritising sleep! Make time for friends and family - they are your biggest supporters."

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"Do not underestimate the impact that a fresh pair of eyes and your life experience (however old you are) can bring to the profession."

"Teaching has allowed me to combine my love for working with young people with the ability to grow professionally and personally alongside my family."

"From my initial training on the Arthur Terry SCITT program, where I gained invaluable skills in pedagogy and behaviour management, to stepping into roles of increasing responsibility, every stage has reinforced my passion for teaching."

"The knowledge that my work contributes towards setting up children to become life-long learners, able to access and enjoy the full curriculum offer, not only in my own school but across the region."

"Teaching is not just a job; it's a vocation that allows you to inspire, guide, and support young people in reaching their potential."

"Teaching has provided me with stability and consistency, with the right team of awesome teachers and support staff around me."

"You do not need to be a superhero to be the teacher those children need and deserve."

"Find your 'why.' Think about the reasons you wish to become a teacher and the changes you aspire to facilitate."

"Work hard and be passionate. It rarely goes unnoticed."

"Ask for advice if you are struggling or require support with something. You will have a wealth of experience at your fingertips in your school and someone will have encountered the same thing before."

"Build your knowledge and expertise of children's literature. There are a variety of great educational and publishing blogs and websites you can follow."

"Volunteer or visit numerous schools of differing locations, specialisms, local authorities where possible - you will know which is right for you the second you step foot through the door."

"Prepare to become a member of a 30+ family...it is inevitable!"

"Whatever your background, you will have something valuable to offer and the opportunity to pass on your own passions and knowledge to the next generation."

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"The Arthur Terry SCITT provided a vast and wide training of subjects such as music and art with specialists from partnership schools and the opportunity to visit their schools to see this in practice."

"Teaching has allowed me to combine my love for working with young people with the ability to grow professionally and personally alongside my family."

"Being thrown straight into teaching a class was daunting but with the expertise of my amazing learning coach, I learnt so much more than I could have imagined."

"Seeing their development is incredibly gratifying."

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