

Recruitment and Retention: A Practical Toolkit

Website and Social Media Content

Share Teacher Training Information

*It can be really useful to include **Initial Teacher Training** or **Train to teach with us** in a prominent place on your home page or in menus. Feel free to use and adapt these examples as required.*

Have a page dedicated to teacher training information

A cost-effective way to promote your school's culture of positivity for recruitment and to support your ITT provider is to include key information and links on a dedicated page on your school's website. Below are some examples of the kind of copy you might include.

Teacher Training at **xxxx** School

INSERT SCHOOL PICTURE

We are committed to supporting the training of new teachers coming in to the profession. Working in partnership with the Coventry and Central Warwickshire Teaching School Hub and University of Warwick we provide placements and training opportunities for those training to teach. We offer these through the Partner Led teacher training programme within our school.



**COVENTRY AND CENTRAL
WARWICKSHIRE
TEACHING SCHOOL HUB
KEY PARTNER**

You will be part of our school teaching team from the very start, receiving expert support from experienced teachers and mentors. You will access an outstanding academic programme of study at the University of Warwick which will support you to understand the theory behind teaching whilst developing and practicing your skills in school.

We can also provide short term experience placements for those considering teaching as a career.

We are recruiting trainee teachers now. Please contact the Coventry and Central Warwickshire Teaching School Hub by emailing

tshub@lawrencesherriffschool.com or calling 01788 843755. Alternatively, do speak to us in school.



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Why train with us?

Our teacher training programme aims to 'grow our own' teachers to work within our local alliance and the region as a whole. Many who have completed their initial teacher training with us remain in our partnership, **gaining employment** in our schools, coaching others on the course and supporting new entrants to the profession. Many now hold **leadership positions** in our partner schools and across the region.

Our train to teach **completion rate** and **employment rate** have always been consistently **above the national average**.

For many, completing the course is often not the end, but just the beginning. Large numbers of trainees access our [continuing professional development](#) courses with the support of their employing school through our [Teaching School Hub](#) to support their ongoing career development.


We are very proud of our teacher training course. **Over 400 people** have qualified as teachers since 2012. You could be part of the Arthur Terry SCITT family too!

Create a button or eye-catching link

By creating a dedicated page on your website, you are making a great start. To get the most out of your efforts and start recruiting more effectively, you need to get eyes on your messaging.

Buttons and image links like the examples you can see here help visitors to your website to see the content you want them to.





Arthur Terry
SCITT
Ofsted Outstanding Provider

Train to Teach

- Provides QTS & PGCE
- High quality training in local schools
- Consistently high completion and employment rate
- Graduates & career changers welcome

[Click here to find out how you can join Arthur Terry SCITT >](#)



Thinking of a career in teaching?

You could train in our school!



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Social Media Inspiration and Content

Social media is perhaps the most cost-effective tool at our disposal for spreading positivity about our schools and teaching as a profession. Over the next few pages you will find a range of examples of effective social media content, including posters and flyers that could also be used on noticeboards.

You will notice that they have a few things in common:

- Clear, accessible messaging
- Colourful, eye-catching design
- Prominent branding

Remember, social media posts quickly get lost in the mix. Make sure yours stands out, and that you post regularly to maintain engagement.

Generally, one positive social media post every 7-14 days about teacher training and recruitment would be a good amount to aim for.

Use inspirational quotes and spread good news

These social media assets aren't overtly about recruiting teachers but their focus on what makes teaching a great job helps build positivity and stimulates the market of potential candidates.

It's not something you just do to promote a vacancy, it's about presenting the profession as attractive, all the time.

By transforming your teachers into powerful advocates and sharing their experiences to inspire others to consider a career in teaching. The audience following your social media channels allows you to directly connect with parents and guardians of pupils (who might be considering a career change and could make great teachers).



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Showcase Diversity

People are more likely to engage with material online that resonates with them and feels relevant. By actively ensuring that your communications include a diverse range of both teachers and students, you can ensure that all candidates feel welcome at your school.

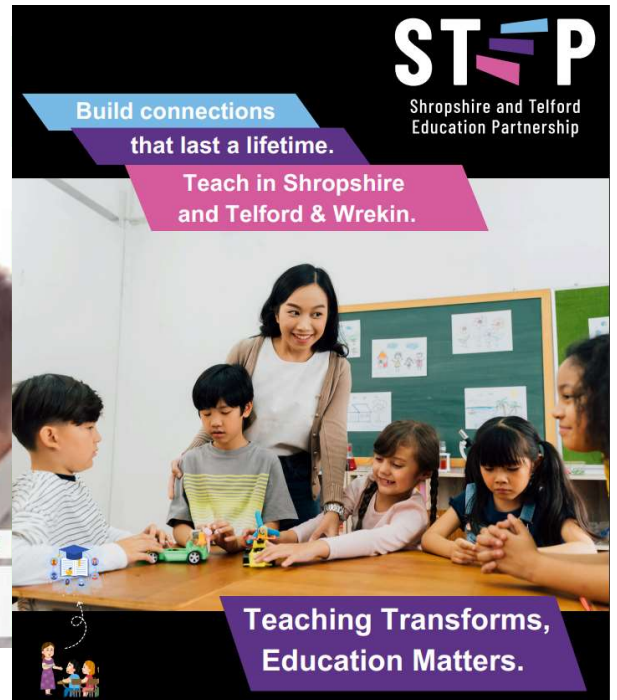
What's more important, particularly for recruitment, is to showcase diversity. You should try to ensure your communications, website and social media present **mirrors and doors** to your audience, whatever their background.



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Teachers represent the community they serve. To attract the best candidates, your school should **celebrate its diversity** and present a genuinely diverse range of both pupils and teachers in your communication and social media activity.

Teaching Internship 2025
Interested in teaching
English, History, Geography, PE or RE?



Reshare social media content - 'Get Into Teaching'

Alongside creating valuable content for your social media accounts, it is also useful to share/link to content posted from the 'Department for Education - Get Into Teaching' social media accounts. They often post fresh, engaging content that can help attract new teachers into the profession and your followers may also benefit from this information.

Get Into Teaching social media accounts:

- Facebook www.facebook.com/getintoteaching
- Instagram www.instagram.com/get_into_teaching
- LinkedIn www.linkedin.com/company/get-into-teaching
- X/Twitter www.x.com/getintoteaching
- YouTube www.youtube.com/user/getintoteaching



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Use Consistent Branding

Effective branding can be a daunting challenge. It's vitally important to ensure that potential candidates and future colleagues notice your posts and communications and recognise your school instantly.

Notice that the examples below are not identical or repetitive, but they still communicate the brand clearly.

Some key tips for branding your materials:

- ✓ Use your logo consistently and prominently
- ✓ Use a consistent palette of colours
- ✓ Include diverse images that represent your school
- ✓ Vary your imagery on social media, while staying true to your brand



Want to Teach?

Train with
Coventry & Central Warwickshire
Teaching School Hub

Primary and Secondary places
available in local partner schools

01788 843755
tshub@lawrencesherriffschool.com
shub.co.uk/initial-teaching-training-itt



STEP
Shropshire and Telford
Education Partnership

Teacher Vacancies...
Where to look in the Telford & Wrekin and Shropshire area

- **WMJobs:**
Browse numerous education jobs.
- **www.tes.co.uk:**
Discover a wide range of teaching positions.
- **Gov.uk:**
You can apply for jobs and set up job alerts.

School/Trust Websites:



WARWICK
THE UNIVERSITY OF WARWICK

**COVENTRY AND CENTRAL
WARWICKSHIRE
TEACHING SCHOOL HUB**

**TRAIN TO
TEACH**

Primary & Secondary

01788 843755
tshub@lawrencesherriffschool.com

Help students reach their potential,
Teach in Shropshire & Telford & Wrekin.

Teaching Transforms,
Education Matters.



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Pre-populated Poster

Want a pre-populated poster template?
Simply double-click the icon.

Don't forget to add in your logo and change the colours to match your brand colour palette. You can also change the image to suit your context.





**Make a difference to the next generation...
become a Qualified Teacher!**

- > 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 as a newly qualified teacher.
- > You will get more day's holiday than people in many other jobs.

Every child deserves a great teacher...that teacher, could be you!

For more information and to get tailored advice,
please visit <https://getintoteaching.education.gov.uk>.

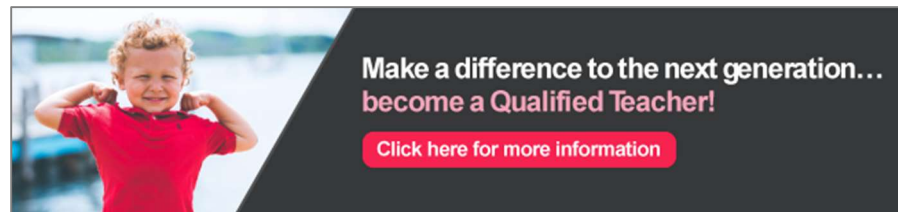
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Email Signatures

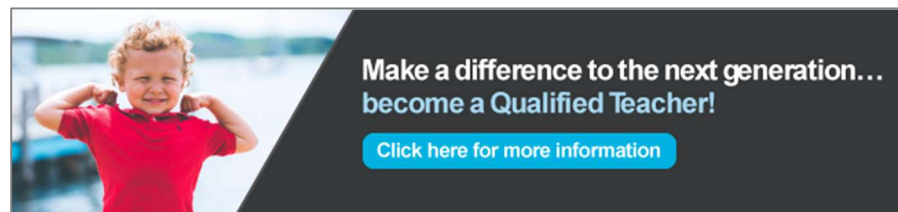
Email signatures are a valuable tool to increase awareness and support marketing efforts. Why not utilise this space to spread key messages about the teaching profession to a wider target audience? The great thing is that email signatures can be added easily and can make a world of difference.

Star TSH Network have made free, eye-catching signatures for schools. You can upload the pre-designed banners directly to your email signature. **Please see bottom of this page to download - choose whichever you prefer.**

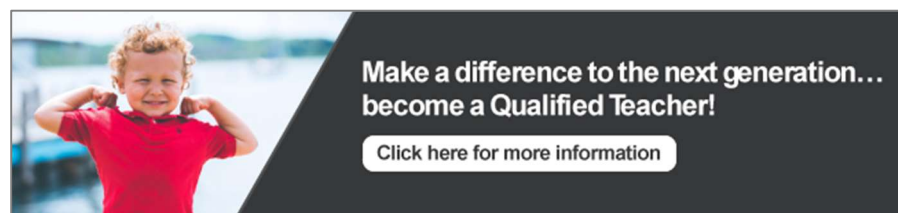
Version 1



Version 2



Version 3



Want a pre-designed email signature banner?
Simply double-click on an option below, save the image and upload to your signature.



Email signature -
V1.png



Email signature -
V2.png



Email signature -
V3.png

