

 **eteach**

**Recruitment Advertising
Partnership Proposal
January 2016**



Overview

We are all acutely aware of today's challenging recruitment landscape especially for faith schools; as well as proactive and ambitious candidates with high expectations of their next employer. In light of this challenge, Westminster Diocese (the 'Diocese') engaged Eteach to run a pilot with 10 of its schools from September 2015 to January 2016 for an online advertising solution to see how the Diocese might support a Diocese-wide approach that could meet a significant demand from its schools whilst saving them money.

The pilot was a great success and is now ready to roll-out to all Diocese schools so they can be part of a Diocese-wide advertising solution which drive results, saves time and money.

Background

Eteach are online recruitment experts with a 15 year history in this space, boasting a database of 1.3 million education candidates and working with over 7,500 schools, over 98% of which renew each year. Eteach is able to provide the Diocese and its schools with a flexible and proactive approach that maximises online results and return on investment.

Last year Eteach advertised more education vacancies than any other education recruitment provider and this combined with our tailored online campaigns and a unique Diocese approach allows us to target hard to fill roles and other challenges unique to faith schools.

The Proposed Online Solution

The proposed Diocese-wide approach to online advertising will allow each participating school to showcase their individuality whilst benefiting from a collaborative solution helping drive candidates to all participating schools throughout the year. In addition, the Diocese and participating schools will have a dedicated Client Relationship Manager who will be on-hand to support all participating schools with their online recruitment needs, provide advice regarding hard to fill roles and to assist with candidate attraction queries creating bespoke online recruitment marketing campaigns.

In summary, the proposal is to increase effectiveness and minimise cost.

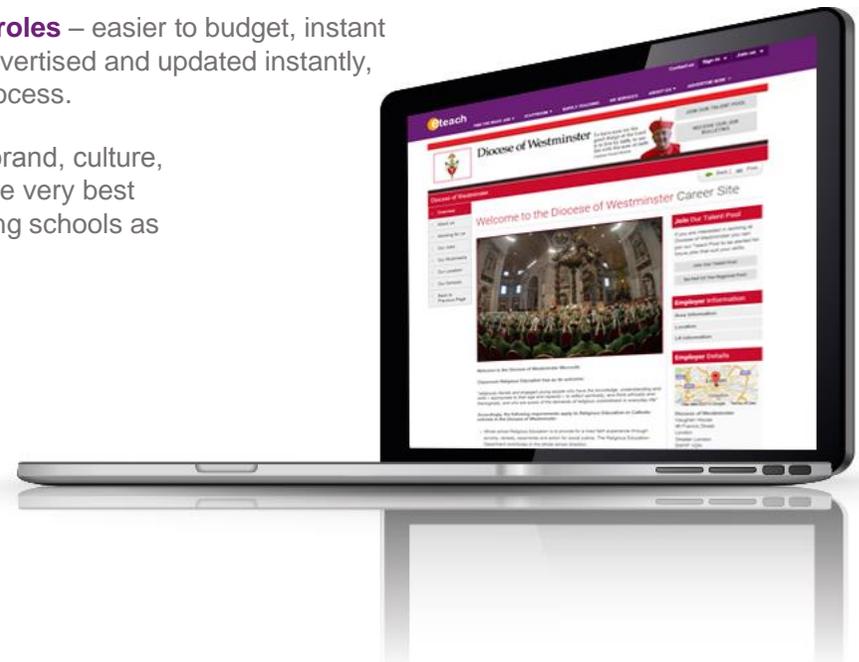
Your online recruitment solution would include:

- **Unlimited Advertising across all leadership, teaching and support roles** – easier to budget, instant advertising with no re-advertising costs or deadlines. All roles can be advertised and updated instantly, whilst tracking the views, downloads and applications throughout the process.
- **Westminster Diocese Group Site** which demonstrates the Diocese’s brand, culture, values and key strengths to potential new candidates. This will attract the very best candidates throughout the year and present the Diocese and participating schools as employers of choice.
- **Individual (Participating) School Career Sites** which are aligned to the Diocese Group Career Site and would be uniquely branded for each participating school and aimed specifically at candidates – allowing each participating school to showcase their individuality within the Diocese whilst benefiting from a collaborative approach. We recognise this is an important point for schools within the Diocese.

“ We have found Eteach very straightforward and easy to use... As far as customer service goes, we could not ask for more. ”

Hannah Staff - Headmaster’s PA & Communications Officer

Cardinal Vaughan Memorial School



The Proposed Online Solution

Pilot Results:
341
 average views
 per vacancy

- **Talents Pools** - Eteach attracts thousands of candidates to its website every month, increasing the number of candidates specifically within the Diocese Talent Pool and automatically alerting them of all future vacancies in participating schools. A dedicated Diocese Talent Pool will allow participating schools to capture and view candidates who are interested in working in the Diocese throughout the year, even when the participating school is not advertising!
- **Our Award-Winning Applicant Tracking System** will allow participating schools to manage the whole online recruitment process through one easy to use system and with their own application form. Respond to applications and forward candidates to other participating schools at the click of a button, whilst increasing efficiency.
- **Dedicated Client Relationship Manager** – The Diocese and every participating school will be managed by a single Client Relationship Manager who will provide full training, advice and support to ensure the smooth running of all your online recruitment campaigns and to maximise your results.



“ We have found eteach easy to use, the service and support from them has been very good at all levels. We have placed a number of adverts with eteach and this includes a number of hard to fill roles, with these roles eteach have offered expert advice and support and are at the end of the phone whenever we need them. The staff at eteach are developing an excellent relationship with the school and I am confident that it will be a lasting one. The advertising licence itself is easy to use and enables us to effectively monitor and manage our vacancies whilst keeping cost under control. ”

Michael Kiely - Headteacher

The Cardinal Wiseman Catholic School

Costs & Sign-Up

Sign-up is based on an opt-in basis for each Diocese school and due to the size of the Diocese the maximum discount of 25% is being offered to every participating school (already applied below):

Primary: £750 + VAT

Special: £1,875 + VAT

Secondary: £2,996.25 + VAT

With standard national advertising rates starting at around £789 per advert and increasing to thousands for larger coverage, the Diocese proposal is both compelling and comes off the back of a very successful Diocese pilot.

The Annual Licence provides participating schools with an annual online recruitment channel to proactively attract candidates throughout the year, even when you are not advertising. Over 98% of Eteach customers renew each year, reporting savings to budget, a more tailored and flexible approach, greater control and most importantly an increase in candidates.

Pilot Results:
40% of adverts placed had over 15 downloads

“ The website is easy to use for uploading adverts and staff at Eteach are very helpful... ”

Natalie Sparks – HR Officer
St Edmund’s College

“ I would say that the Eteach service has been fast and efficient. We used it for our SBM advert and it did pull in applicants... ”

Karen Wyatt – Headteacher
St Joseph’s RC Primary School

Pilot Results:
37% of adverts placed had over 400 views

To take up this offer up, please reply with confirmation by the **27th January 2016** to Mike Griffin:

 07789 110 861

 mgriffin@eteach.com

 eteach.com

Working in partnership