



## PROPOSAL

# Recruitment and Retention Marketing for Recruitment and ITT

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## Rationale

### **Eteach value for money**

Merton schools continue to find it difficult to recruit effectively and through cluster meetings many have expressed that the Eteach service purchased through the HR Schools Recruitment section of the Merton Service Level Agreement does not offer a useful service.

In 2018-19, 47 out of the 51 Attain schools bought back Eteach services through Merton HR with an average spend of £1274 per school. The total spend for all Attain schools collectively was £59,860.

Attain can set up a partnership account on Eteach which would post all jobs from all Attain schools and cost the partnership £1310 per annum, which represents a significant saving.

### **Initial teacher training providers**

Work undertaken with ITT providers Teach Wimbledon and MSTA has shown that the process of marketing courses and recruiting trainees takes a considerable amount of time. In some cases this time was costly as the work was being done by school leaders who may be better suited to other roles.

There is a case for The Partnership providing a more overarching, specialist marketing service for both ITT providers to maximise their applicants and maintain what is a successful stream of NQTs into the Borough.

### **Specialised marketing**

When considering our competitors in the job market, many of them are much more successful at marketing online and using multiple approaches to gain access to prospective teachers.

Attain recently attended the *DfE Recruitment and Retention Roadshow* where it was recommended that clearly communicating your organisational values will help attract the most suitable staff. Additionally, schools were encouraged to target prospective teachers in the local community - either those who have trained but do not teach, or career-changers.

The current partnership coordinator does not have the specialised marketing background to do this work and it would be much more efficient for a professional to take on this role.

## Outcomes

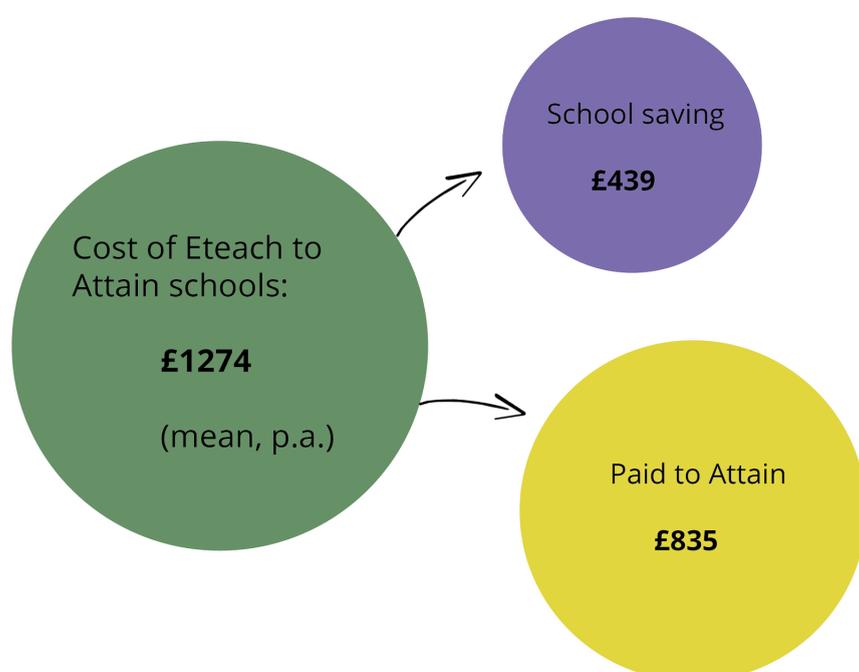
1. Save schools money each year on marketing and advertising jobs
2. Develop a successful marketing operation which supports recruitment and retention of teachers in a targeted fashion, supporting Teach Wimbledon and MSTA in attracting applicants to School Direct

## Actions

- 1. Save schools money each year on marketing and advertising jobs**
  - a. Schools will be briefed to not opt in to the Eteach service through the Merton HR Service Level Agreement for Schools Recruitment
  - b. Attain will set up a partnership account which will include all jobs posted by all Attain schools
  - c. From 2020-21 Attain membership will rise by 40% for each school to account for the extra cost, off-set by the savings made by not signing up to Eteach.
- 2. Develop a successful marketing operation which supports recruitment and retention of teachers in a targeted fashion, supporting Teach Wimbledon and MSTA in attracting applicants to School Direct**
  - a. Employ a full-time, qualified marketing professional who can manage online campaigns, (including social media accounts), support Teach Wimbledon and MSTA to bring in more quality applicants to School Direct, lead on direct mail and email campaigns to target local people to work in Attain schools and work alongside the partnership coordinator to effectively utilise the Attain marketing budget in other ways as agreed by The Board.

## Costings

Item	<i>Individual School Saving/Costs (mean p.a.)</i>	Partnership Saving (p.a.)	Partnership Cost (p.a.)	Partnership Net Saving/Cost
1) Schools opting out of Eteach service and establish an Attain Eteach account	£1274	-	£1310	- £1310
1) Schools paying 40% more for Attain membership in 2020-21	-£835	£42,585	-	£42,585
2) Employment of a full-time marketing professional	-	-	£45,000	- £45,000
<b>Net Saving/Cost (mean, p.a.)</b>	<i>£439</i>	-	-	- £3725



## Proposed Timetable

### **June 2019**

Schools briefed on Eteach accounts and increased Attain membership for 2020-21

### **July 2019**

Job description and specification created for Marketing Professional role

Job Advert placed for Marketing Professional role

### **September 2019**

Interviews to take place for Marketing Professional role

### **October 2019**

Marketing Professional role begins

Attain Eteach account set up