

City Early Years and Childcare

Advertising a Vacancy

The advert

The main purpose of the job advert is to attract good quality, suitable applicants.

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 the 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 will help to deter potential abusers and unwanted applications.

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, previously known as a CRB check.

Requirements and guidance regarding the design and format of the job advert will vary depending on the recruitment medium however see the table below for general areas of information to include.

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.

There are a number of different groups who are under-represented in the childcare workforce, such as ethnic minorities, men and people with disabilities. Your advertising should be accessible to all.

Setting details	For example: setting name, location, contact details, website
Vacancy details	For example: job title, vacancy reason
Description of setting	For example: size of team, setting location, numbers and ages of children you care for and any unique selling points
Required qualifications, experience and training	What desired level of qualification, training and experience is required
Required skills and knowledge	What common core skills and knowledge are required to do the job? For example communication, child development, teamwork, safeguarding children
What the job involves	For example: key duties and responsibilities
Description of benefits / incentives	For example: flexible working, pension scheme, uniform, holiday leave, childcare, training given and opportunities for career progression
Hours of work	Including days
Rate of pay	Salary information – per annum, per hour, pro rata? The salary must meet National Minimum Wage requirements
How to apply and who to contact for further information	Who to contact for an information application pack or for further information. CV's not accepted.

In addition, you should include 'interview date' and 'application closing date' and details about how applicants can apply including a selection of methods like telephone, email, post, in person, on the internet.

Where to advertise

- **Brighton & Hove City Council Childcare Job Vacancy Service** – is the most up to date list of early years and childcare jobs in and around Brighton & Hove. All Ofsted registered childcare employers who provide childcare services in and around the City can use this service.
 - To view the current list see [childcare job vacancy list](#)
 - To find out more, see [information for providers](#)
 - To advertise a job, complete the [online booking form](#)
- **Internal recruitment** - this method can have the advantage of building on existing staff's skills and training, and provides opportunities for development and promotion. Use of a consistent, clear, procedure, agreed jointly between employer and employees, has many advantages and avoids suspicion of favouritism
- **JobCentre Plus** (part of the Department for Work and Pensions) - will display employers' vacancies and refer potential recruits.
- **Internet** – is a widely used recruitment medium
- **Local newspapers, radio** – can be expensive but may produce a good response
- **Word of mouth** - introduction via existing employees or through an employers' network. Whilst this may be economical, it is likely to lead to a much smaller pool of suitable applicants and does not normally satisfy equal opportunities requirements because any imbalance in the workforce may be perpetuated. The Equality and Human Rights Commission warns against such practices where the workforce is predominantly one sex or racial group.
- **Commercial recruitment agencies** - often specialise in particular types of work, e.g. childcare, secretarial, office work and may already have potential applicants registered with them
- **National newspapers / specialist journals and magazines** – likely to be expensive but also likely to produce a good response for specialist roles and professionals



Useful organisations

Acas Independent advice, guidance and training for employers and employees
www.acas.org.uk National Helpline 08457 47 47 47



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