



Welcome
to your TES
Recruitment
Subscription
Guide



Recruitment Services
Where talent finds a future.



“We are absolutely delighted with the service. We have a good relationship with our Account Manager who keeps on top of all our adverts. We will certainly be looking to continue with the subscription next year.”

Stella Chamberlain

Director of Marketing, Bourne Grammar School

Introducing your new recruitment subscription

Contents

What is included in your subscription

Placing your advert

Your school profile page

Boosting the visibility of a vacancy

Your School Dashboard

Your complimentary TES Leadership pack

What is included in your subscription

Priority

The complete package to attract the best talent

Your Priority subscription offers you a fully integrated and intelligent recruitment advertising solution to proactively attract the maximum pool of high quality local, national and international talent.

Advertising included for each vacancy

- ✓ **Unlimited** gold listings on TES Jobs for all teaching and support roles.
- ✓ One-week **13cm x 2 column** colour print advert in the TES Magazine, for each of your vacancies.
- ✓ **Targeted** advertising on My Jobs page.
- ✓ **Targeted** advertising on TES Resources.
- ✓ Advertising in **Job Alert Emails**.
- ✓ **Mobile Premium Gold listing** included for the first year.

Promoting your school and vacancies on TES

- ✓ Gold Listing **branded with your school's logos, photos and videos**.
- ✓ **Fully branded School Profile page** on TES to showcase your school's vacancies, brand, profile and ethos all year-round.

Placing your advert and tracking its performance

- ✓ All your vacancies can be submitted through an online form for a **simple and quick** process.
- ✓ TES School **Dashboard** to track and understand your advertising's performance, allowing you to adjust your approach and achieve even greater results.

Support from your account manager

- ✓ **Single point of contact** for a smoother recruitment advertising process from start to finish.
- ✓ **Regional insights** shared so you can make informed decisions based on local and national knowledge.
- ✓ **Support updating** your TES profile page and **advice writing** your advert.
- ✓ Advertising design **support**.
- ✓ **Regular contact** to discuss how your advert is performing and your level of satisfaction for the number and quality of candidates.
- ✓ **Managed service** of all of your school's branding, pictures and videos.
- ✓ **Set up you complimentary TES Leadership pack** - includes 2 weekly copies of TES magazine and TES Membership+: 5 digital licences, over 200k archive articles, discounts on TES Institute courses, leadership webinars and much more.

Placing your advert

Step 1

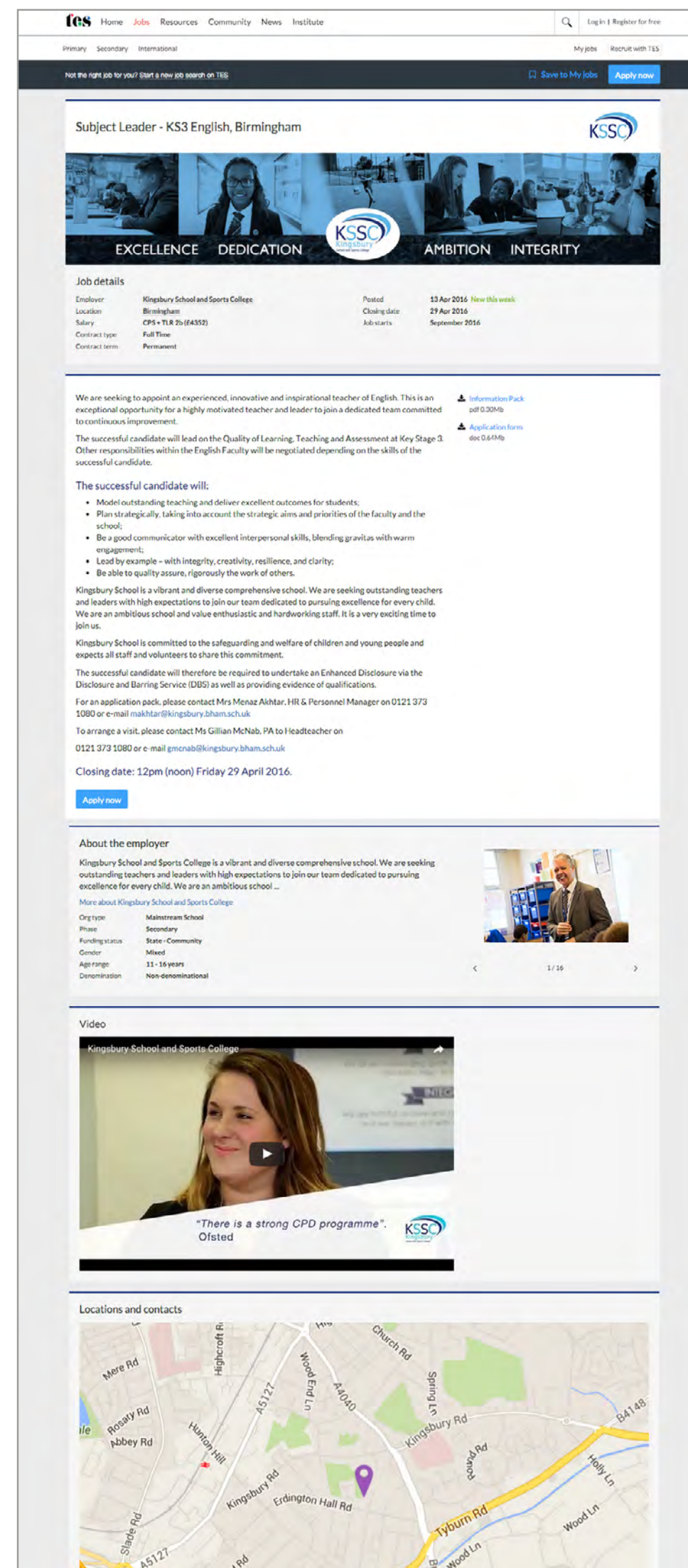
- Submit all your adverts online.
- Enter all the **required information**, including job title, job description, school & location.
- Remember your **Account Manager** is on hand to help you plan and write your adverts, so if you require assistance, don't hesitate to get in touch.

Step 2

- Once you have completed the **Webform**, (one per vacancy) please click the **submit** button. This will be sent to our subscription inbox.
- You will receive a **confirmation email** upon receipt. If you have any questions regarding the webform, please contact your Account Manager.

Step 3

- Once we have received your advert we will process it and send a **confirmation email** to you when it is live.



Unlimited
Gold teaching
and support
role adverts

Print adverts

One TES Magazine advert is also included for one week per unique vacancy.

Proofs of the advert will be sent to you once available. To appear in the latest addition, please submit your adverts by Tuesday, 5pm.

Specification:

13cm x 2 column full-colour

Key features

- Employer log
- Job details
- Job description
- Job attachments
- Employer photos
- Employer profile summary
- Brand colour theme
- Header
- Interactive location map
- Employer details
- Video

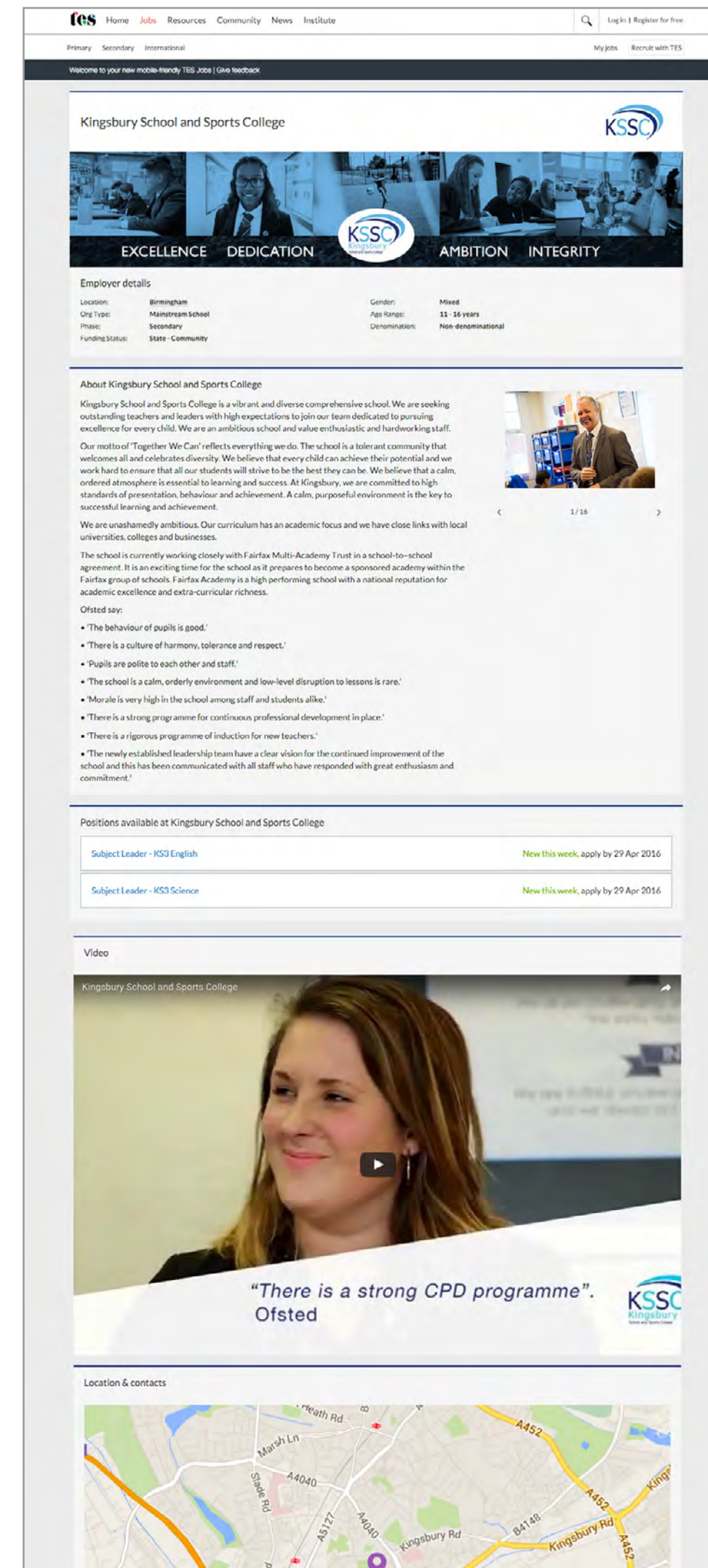
Your School profile page

Showcase your school and brand

As part of your Priority Subscription, you will have a School Profile page on TES all year round to showcase your school's vacancies, brand, profile and ethos.

How to **enhance** your profile page:

- ✓ Send your profile page content to your account manager
- ✓ Alternatively you can give us permission to take content off your website
- ✓ We will send you a proof of your profile page for approval



Did you know:

More than 3 out of 5 candidates say they are influenced by a school's culture and ethos when applying for a job. So it's important you complete and enhance your page on TES to reflect that.

Key features

- Awards
- Testimonials quotes x 3
- Logo
- School Summary
- Gallery Images x 20
- Attachments
- Bespoke Header

Boosting the visibility of your vacancy

Sometimes, for a hard to fill role, your advert needs a little boost to make sure you attract the best first.

Your Account Manager will be hands on in sharing with you regional insights and in helping you make an informed advertising choice based on local and national knowledge.

Benefit from a 20% discount on

- ✓ Bigger print size
- ✓ Job of the week
- ✓ Featured employer
- ✓ Featured Job

Benefit from
20% discount on
advertising solutions
outside your
subscription

Leadership Recruitment - 20% off

- ✓ Leadership vacancies advertising
- ✓ Leadership search and selection services

Your School Dashboard

Access your personalised TES School Dashboard to view real time insights and analytics to monitor your progress and make the most of your recruitment campaign:

- ✓ How often your advert came up in search results
- ✓ How many jobseekers have clicked through to your job description
- ✓ How often a prospective candidate clicked to apply for your job
- ✓ The top locations of your prospective candidate
- ✓ Mobile and desktop views

Track your
vacancies
performance
all in one place



Your complimentary TES Leadership Pack

As part of your TES Recruitment Subscription you will receive 2 weekly copies of TES Magazine and benefit from TES Membership+: 5 digital licences, over 200k archive articles, discounts on TES Institute courses, leadership webinars and much more.

To activate your TES Leadership Pack:

- 1 Supply your Account Manager with 5 contact names and emails within your school to enable them to access the digital licences.
- 2 Once their profile is created they will receive an email to activate their account.
- 3 Your TES magazine will start being delivered to the person who signed the contract within 2 weeks.

Activate a world
of TES benefits

