# Logo, company name Description automatically generatedJob advert guidance

This guidance will help you with placing a job advert on <https://jobs.ealing.gov.uk>.

## Criteria

The following fields should be completed:

School name  School name is added here

School address - add the school name again here (box below), followed by the address, telephone number, email address and the headteacher’s name for a professional look. For examples:

Plum Tree Primary School

Uxbridge Road,

Ealing

W5 1PZ

Telephone: 02081234567 – please note, the recruitment website does not accept spaces or brackets

Email: XXX

Headteacher XXX



* Type of school: This will help the candidate to search by school type
*  Alternative provision (PRUs)
*  Nursery and children’s centres
*  Primary
*  Secondary
*  Special

**Job reference** #  Free text. This is not a mandatory field  
**Contract type** 

**Subject**  Free text. This is not a mandatory field

**Working pattern** 

**Date posted**  This is the date you want your advert to be live from

**Application closing date**  This is the date you want your advert to be taken down on.

**Salary package min**  This salary should be the bottom of the grade, already term-timed down if applicable or the hourly rate for AWR staff. Please do not add £ sign, it will populate automatically; just insert numerical value, e.g. 19,004

**Salary package**  This salary should be the top of the grade or teacher range e.g. UPS3 if applicable or the same as the minimum salary for AWR staff. Again, please do not add £ sign. Add pa or pa inclusive (if there are no allowances) and add the grade e.g. 24,042 pa inclusive (Grade 4). This way the salary will pull through as £19,004 - £24,042 pa annum inclusive (Grade 4).

**Allowance, if any** e.g. TLR, SEN allowances. Free text. Add £ sign to any monetary value. This is not a mandatory field

**Start date**  This is not a mandatory field

* Apply online
* Telephone no
* Email
* Website URL

## Advert content guidance

School job – enter only the job title in full (no abbreviations/acronyms) followed by the school name. For example, Learning Support Assistant - Plum Tree Primary School. Please note, if the job title is added to the body of the text (not the job title box) this should be in lower case, except if it starts a sentence and then only the first letter should be a capital. It should match the job title in the job description.

Criteria and advert wording must not be discriminatory.

Spell out an acronym in full first, followed by the acronym in brackets. Thereafter the acronym can be used alone.

Start the body of the advert text with the following information to give the applicant a quick glance of the contract type:

* For a teacher advert, include if it is or is not suitable for newly qualified teachers (NQTs) or likewise if the post is only available for NQTs
* Number of posts you are advertising for, if more than one
* Salary, this should be pro-rated or term-timed down if applicable. Include allowances i.e. TLR, SEN
* The hours
* The working weeks or all year round
* The weekly hours, working days and daily hours
* When the post is required to start.

**Include:**

* Information about the school
* What you are looking for from the candidate/what the ideal candidate will be like
* The essential requirements for the role. These must be as shown on the person specification, but not all need to be included. Likewise, if you are going to test something at the interview, this should be included in the advert and on the person specification
* How to apply/contact at the school
* Bullet points to present some of your content
* Subheadings to break down big chunks of text and introduce your various sections.
* Safeguarding/DBS paragraph below.

The school is committed to the promotion of equal opportunities and diversity. It has a clear commitment to safeguarding and promoting the welfare of children and young people. You will be required to apply for an Enhanced Disclosure for the Disclosure and Barring Service (formerly known as Criminals Records Bureau). Further information can be found at: <https://www.gov.uk/government/organisations/disclosure-and-barring-service>

Please also add this sentence:

**Please note we do not accept CVs, and these will not be shortlisted.**

Make sure the weblink works and that it links directly to the school jobs page rather than the schools home page

You can watch a [tutorial video on EGfL](https://www.egfl.org.uk/human-resources/school-vacancies).

**Style guide for Ealing Council owned websites**

Please follow these guidelines when adding new information or updating web content (including downloads). They set out how we format information on the website. This ensures that all pages follow the same format.

**Common mistakes**

* London borough of Ealing, **not** London Borough of Ealing Council
* Ealing Council **not** London borough of Ealing when referring to the organisation. At first mention Ealing Council, subsequent mention the council or the authority **not** the Council
* Ealing Council is/the council is ... **not** the council are…
* Upper case should only be used for the first letter of a heading or for a title, name or acronym (e.g. BBC)
* Underlining - Do not underline text as this could be confused with a hyperlink
* Italics - Do not use italics because they can be hard to read
* All lower case: website, email, internet, intranet
* Licence = noun and license = verb i.e., a licence is issued by a licensing committee, and the property is then licensed.

**Writing style**

When writing for the web, it is important to follow the principles of plain English - keep your meanings simple and clear – and, just think, if you do not really understand something, who else will?

* Write headings that can also be used as meta tags – concise and descriptive
* No exclamation marks (!) and no capitals for emphasis
* Use the relevant subheading style within content (editor toolbar, drop down list)
* Do not use italics – some people cannot read them
* Try not to use them, but if you do, it’s i.e. and e.g. (followed by lower case)
* The first letter after a colon (:) should be a capital
* British English standard spelling: -ise not -ize, programme not program, etc
* Use double quotes for reported speech and when referring to an excerpt from a quote
* Single quotes are only used as display quotes (or as quotes within a quote)
* Do not include a comma before ‘etc’.

**Abbreviations**

* Do not abbreviate days or months
* Do not shorten words to: didn’t, can’t, won’t
* Do not use full stops in abbreviations, or spaces between initials: BBC, US, mph, No 10, PJ O'Rourke, WH Smith
* Spell out less well-known abbreviations on first reference with abbreviation following in brackets. It is not necessary to spell out well known ones, such as EU, UN, US, BBC, CD
* Acronyms take initial capital: Aids, Isa, Mori, Unison
* Use all capitals only if the abbreviation is pronounced as the individual letters.

**Addresses**

* Perceval House, 14-16 Uxbridge Road, London W5 2HL
* Do not insert a comma after the town before the postcode
* Always write out Street (not St), Road (not Rd), etc
* When letters are included, always lower case e.g. 35a Oxford Street, not 35A Oxford Street
* Something is in a road, not on a road.