

## How to Write the Best Job Posts for English Teachers



This document is to help you write the best job posts to get the best possible teachers to fill positions and to make your job posts catchy, reader friendly, equal and available for all possible readers.

### **The Job Title**

The first thing that potential candidates will see is the title of the job post, try to post a title which best summarises the position such as:

- Professional Full-Time English Teacher Needed in Seoul, South Korea
- Energetic Young Learner Teacher Required: Beijing, China
- Part-Time Business English Teacher Needed ASAP

Keep the title short and sweet. It will help job seekers view positions and click on the jobs which are best suited for them.

### **Job Information**

So, you have nailed the job title and it is ready to make the job available, yeah? Hold your horses mister! It isn't ready just yet. You can't just promote the job without any vital

information about the school and the position. When writing the next component of your job advert, try to include a brief introduction of the job such as:

There is an exciting opportunity for professional teachers of English to work for a highly respected school in Beijing. Apply for this opportunity before it goes!

What this above introduction does is two things: it first introduces candidates to where and what the position is and second it generates some momentum to the position and encourages readers to apply as soon as possible. You could provide further information about the school/employer later in the job post.

## **Details of Position**

This next section is to tell candidates what applicants you are seeking and is a chance to get all the invaluable details written down for all possible applicants. You can really promote additional benefits part of position details to really gain the edge compared to other organisations and recruiters. Recruiters try to write out the following information so that it can be transparent for all job seekers and provides all the necessary information before an applicant applies for the position.

### **Details of Position**

- Start of Contract: ... 2017/2018
- Length of Contract: 6 months/1 year
- Teacher Required: Full-time/Part-time
- Teaching Hours: ... hours per week
- Total Hours: Monday to Friday, 09:00 – 17:00
- Salary: ... per month/year
- Additional Benefits: Free accommodation/apartment for the teacher, return airfare for the teacher, health insurance and contribution towards a pension

If the aforementioned information is available, much unnecessary correspondence between the recruiter/employer and possible enquiries is relieved.

## Requirements

This part of the job post is to tell candidates what you are looking for and which candidates you may be shortlisting for potential interviews. You need to explain qualifications, experience needed as well as other pertinent information. The following should help you when writing out this part of the job post:

### Requirements

- Professional and dedicated English teachers
- Undergraduate Degree (Bachelors)
- TEFL Certificate (CELTA or equivalent)
- Criminal Background Check / Police Check
- Application Support for the Z Visa\*

\*Due to Visa Regulations with the Chinese Government, certain nationalities are unable to apply for a Z Visa which is required for teachers. Nationalities which can apply for the Z Visa include: North America, South America, Mainland Europe, South Africa, the UK, Ireland, Australia and New Zealand. If you are unsure if you are eligible for the Z Visa, get in touch and we could help.

It is important to note with the example above, that in the case with China, there are certain legal restrictions to gaining a relevant English teaching visa and this should be explained during this part of the advert. I would also discourage any terms being used such as '*native speaker only*' and remind applicants that it is outside your control to support visa applicants from other countries.

## Hit the Submit Button?

So, you have now typed up a catchy Job Title, provided all the necessary Job Information, completed the Details of Position and finished the Requirements for possible candidates and I can click the '*Submit Button*', yeah? Wrong! You have forgotten one important thing to include with your job post: the use of images!

Try to use images of the school or country to entice and interest potential teachers. Images of students and the school are best suited for EFL job seekers as they will connect with

the organisation that you are advertising for. So, look for some suitable images to go along with the job post and see your interest in your job posting increase.

The job post will take 24 hours to be reviewed after being submitted and once accepted, brilliant! You can then share the job post to other people and to other websites or social media. And don't forget to respond to applicants on the website, they will expect recruiters/employers to respond to applications promptly.

Don't forget to [email us at ELT Experiences](#) if you have any questions or would like additional support in getting your job advert posted.