

Essex Advertising Top Tips

We've put together a short guide that will help you to write the perfect advert. It includes a few top tips that you might find useful, and will help you save time when uploading to the Essex jobsite.

General tips

When you're filling out the form on the website, there are a few things to keep your eye out for.

- Please make sure that all adverts have a closing date and apply details. Without this information, the advert can't be processed.
- Please insert the Essex jobs website (www.essexschoolsjobs.co.uk), rather than abbreviating it.
- If you are requesting an advert with a logo, please ensure this is uploaded to the Essex website. Your logo can't be taken from the school website.
- It's important to make sure that the information you provide is consistent. Job titles should be the same throughout, along with salary.
- If you would like your advert to appear under a certain section, please advise in the special instructions section.
- Always change CRB to read as DBS.
- Mainscale or MPS should now read as MPR, and Upper Pay Scale or UPS should read as UPR.

Grammatical / Spelling

- Remember to use 'number on roll', instead of 'number on role'.
- Use the word 'and' rather than ampersands (&).
- Spell out numbers from one to nine, and use numerals for 10 and above, e.g. The school is seven years old.
- When using the word school in the body copy, only capitalise it if it's actually part of your school's name. E.g. Penna Primary School is rated by Ofsted as an Outstanding school.
- Make sure that you use NQTs rather than NQT's.
- Capitalise all parts of a job title. E.g. Class Teacher, rather than Class teacher.
- Use 'Headteacher', rather than 'Head teacher'.
- If you're referring to Ofsted ratings, capitalise the grades. E.g. 'Good', rather than 'good'.