

SECOND ANNUAL

INTERNATIONAL EDUCATION RECRUITMENT REPORT

**INSIGHTS AND TRENDS FROM
12,618 INTERNATIONAL
TEACHING CANDIDATES.**

teachaway

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INTRODUCTION

International Education Recruitment Report



Each year, we survey our international teacher community on topics ranging from what they're looking for in a new job (and where they go to find it) to their thoughts on what makes them want to stay at a school.

We release this report to offer clarity into what matters most to teaching candidates and help international schools worldwide improve their approach to recruitment and retention.

We're on a mission to not only help solve the global teacher shortage, but to create a world where every student experiences the power of a great teacher. We want to empower you, as an international school leader, to do just that.

Which brings us to:

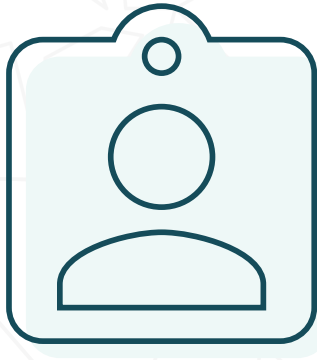


YOUR EMPLOYER BRAND.

Your employer brand stems from how prospective applicants and current candidates perceive your company. Candidates need to understand who you are, your overall mission and what makes your school an exceptional place to work.

Factors such as salary, benefits, professional development opportunities, your school's culture – and yes, the candidate experience – all weave into your employer brand and a teacher's interest (or lack thereof) in joining your school.

In short: what about your school is going to help you snag the best teachers?



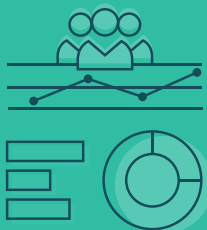
YOUR CANDIDATE EXPERIENCE.

When aspiring and current international educators set out to find a new job, they're considering a spectrum of factors before making a final decision. They're evaluating whether the role (and school location) aligns with their personal and professional goals, whether the compensation package stacks up and whether the job comes with the perks they expect.

But that's not all they're evaluating.

At every stage of the hiring process, teaching candidates are also carefully measuring the candidate experience. The experience your school provides is what creates a lasting impression and seals the deal for candidates.

For teachers, the candidate experience – everything from the frequency of your email communication to how streamlined and enjoyable the interview process – goes hand in hand with your employer brand.



MAKE MORE TIME FOR THE WORK YOU'D RATHER BE DOING.

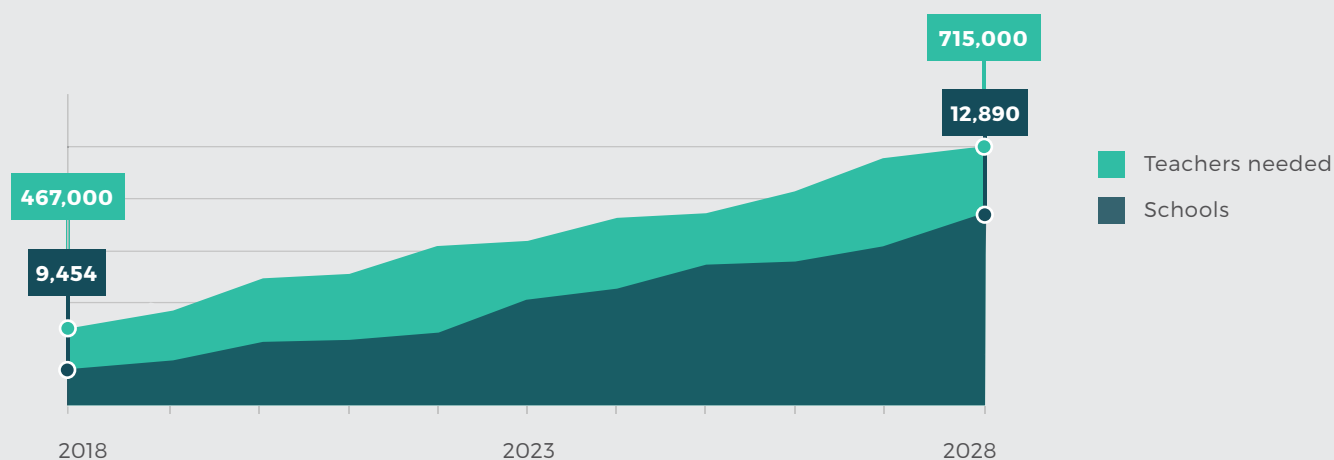
- Easily find and progress perfect-fit candidates
- Take the guesswork out of recruiting
- Seamlessly turn applicants into engaged new hires

See how our applicant tracking system can help you hire with less effort, all year long.

[REQUEST A DEMO](#)

AND WHY THEY MATTER.

The shortage of qualified international teachers continues to grow at an exponential rate – a gap that is projected to get even wider over the next decade. An estimated 248,000 additional international teachers will need to be hired by 2028 to fill the gap*.



Number of future teachers has reached an all-time low:



Education majors have plummeted by

83%

over the past decade**



8%

of teachers in the US leave the profession every year***

At a time when domestic teacher shortages are fast becoming the norm and enrollment in teacher training programs worldwide is dwindling, it's pretty safe to assume we'll be operating in a teacher's market for the next decade (if not longer).

*ISC Research Global Report 2018

**Education Dive

***Learning Policy Institute



MY BIGGEST PIECE OF ADVICE FOR SCHOOL LEADERS WHO FEEL THEIR RECRUITMENT STRATEGY IS INADEQUATE? GREAT RECRUITING TECHNOLOGY ALONE JUST ISN'T ENOUGH.

YOU'VE GOT TO TAKE A SECOND LOOK AT HOW YOU GO ABOUT ACTUALLY FINDING TEACHERS – MORE OFTEN THAN NOT, YOUR PERFECT CANDIDATE WILL HAVE ALREADY MOVED ONTO A BETTER, FASTER AND EASIER WAY TO SEARCH FOR JOBS. IN TODAY'S DIGITAL WORLD, SCHOOLS MUST EVOLVE HOW THEY HIRE – OR RISK GETTING LEFT BEHIND.

Dr. Kevin J. Ruth,

Executive Director, Educational Collaborative
for International Schools (ECIS)



TWEET THIS

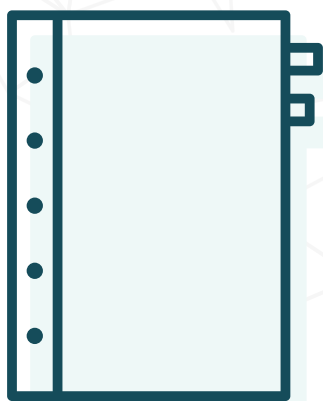
WHAT DOES THIS ALL MEAN FOR YOU?

First and foremost, it means that great teachers are going to be that much harder for you to find and hire.

It means knowing where teachers go to find jobs, what's important to them and how to market your school. Knowing how to craft a compelling job offer is the biggest competitive advantage you can have over other schools in your city, country or region.

And increasingly, it also means being able to leverage recruiting technology to make the hiring process more efficient and effective for you, while still building a positive experience for your candidates.

Put simply, it's time for you to put the candidate front and center. And that's where this report comes in.



WHAT YOU NEED TO KNOW.

Don't have time to read the full report? Here are some key takeaways you can't afford to miss:

1 Not all recruiting channels are created equal.

(see page 29)

For the second year in a row, online channels beat out in-person job fairs as the preferred method of finding jobs. Of the online job search methods available to candidates, education job boards took the top spot, followed closely by Google.

2 The up-and-coming international teaching workforce has different expectations.

(see page 39)

Whether it's Millennials, Gen Z or the generations that are to follow, it is critical to rethink your recruiting strategy to be able to reach candidates in the way they want to be communicated with and with clear messaging that speaks to their values. If you make them click too many times, or your application process isn't mobile-friendly, you're going to lose them.

3 It's time to assess your compensation package.

(see page 20)

Compensation is the number one factor that matters most to international teachers when they're evaluating a job opportunity. In today's candidate-driven market, you will absolutely fail to hire by extending non-competitive salary offers. Unsurprisingly, a lower-than-expected compensation package was the second biggest reason why candidates rejected a job offer.

4 And invest in your teacher's development, too.

(see page 19)

It's not all about the money. Coming in at a close second in terms of what candidates want most from their next job are professional development opportunities. Teachers are keen to join international schools that offer programs designed to refine their current teaching skills, while learning new ones.

5 You need to nail the candidate experience.

(see page 37)

It only takes one negative interaction to lose a candidate during the interview process. And with 91% of candidates agreeing that your application and interviewing process has a significant impact on how favorably they view your school as a potential employer, it's time to figure out the missteps that could be damaging your reputation as an employer of choice.

INSIGHTS

- UNDERSTANDING YOUR CANDIDATE'S JOURNEY
- GETTING INSIDE THE MIND OF YOUR CANDIDATE
- HOW YOUR CANDIDATE FINDS (OR DOESN'T FIND) YOUR JOB
- THE PATH TO AN EXCEPTIONAL CANDIDATE EXPERIENCE



UNDERSTANDING YOUR CANDIDATE'S JOURNEY



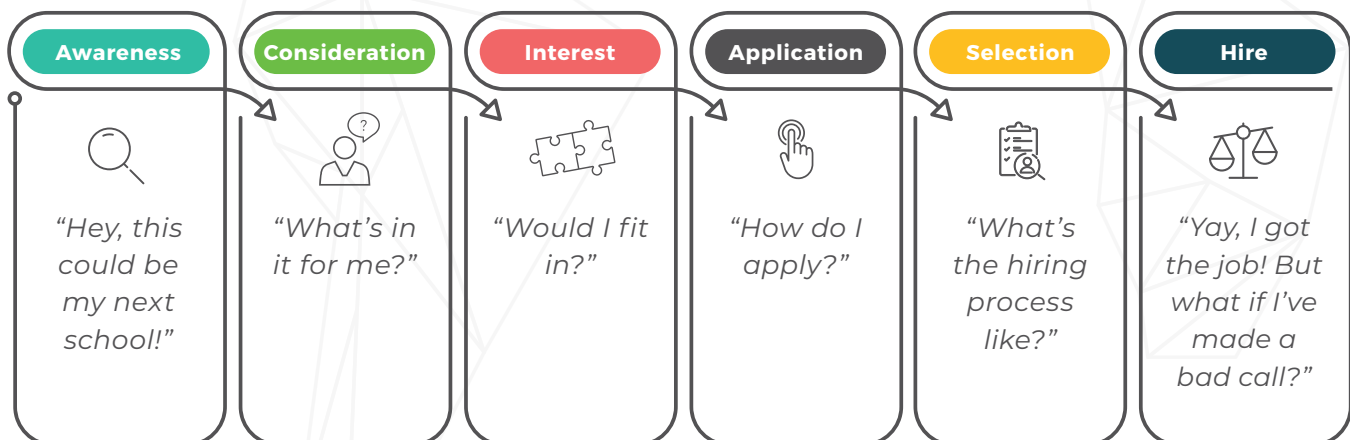
WHAT'S THE CANDIDATE JOURNEY?

Candidates rarely just arrive at your school website or job posting ready to apply. They like to learn about your school culture and what you have to offer as an employer before they're ready to dive into an application.

This decision-making process is the start of what's known as the candidate journey – the set of experiences that job seekers and candidates go through during their job hunt.

WHY IT'S IMPORTANT TO MAP YOUR CANDIDATE JOURNEY.

Mapping your candidate journey is a great way to improve your candidate experience and enhance your school's employer branding strategy. You can try mapping yours a little like this:



Creating a visual representation of your candidates' journey will help you put yourself in their shoes. That way, you will be able to better understand their needs, wants and fears along the different phases of their journey.

Along that journey, there's a web of different online and offline interactions between candidates and your school. Every time you connect with a candidate, you have an opportunity to build your relationship and increase their engagement as a prospective teacher.

Getting the candidate journey right can also lead to more referrals, increased job applications, faster hiring times, improved quality of hire and a stronger employer brand. Sounds worth it, right?



GETTING INSIDE THE MIND OF YOUR CANDIDATE



To determine which factors job seekers prioritize when evaluating a school, we asked them why they're looking to move abroad, what attracts them to apply for a position with a particular school and key motivators that drive them to accept (or reject) a job offer.

LET'S GET TO KNOW YOUR CANDIDATES A LITTLE BETTER.

Providing an exceptional candidate experience requires understanding and knowing your ideal candidates. What are their backgrounds, ambitions, fears and challenges? What keeps them up at night? What does success look like to them? And why haven't they applied to your school yet?

A clear picture emerged from this year's annual survey: Today's international teaching candidates are highly-qualified, experienced educators. 41% of our respondents hold an advanced degree, with an impressive 55% possessing five years or more of classroom teaching experience.

We're also living in the age of the always-on job search. Your candidates (and, of course, your current teachers) are acutely aware of their worth in the market and are more than willing to make a move for the right role and school. Only 15% of survey respondents considered themselves passive candidates.

ABOUT THE RESPONDENTS

12,618 RESPONDENTS

QUALIFICATIONS

11,562



certified teachers

1,144



teachers in training

EDUCATION

58%



bachelor's degree

42%

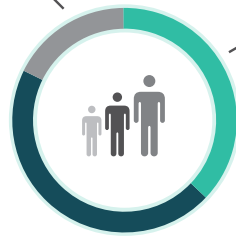


master's degree/
doctorate

AGE

18%

46-60



36%

under 30

46%

31-45

GENDER



35%

male



64%

female

EXPERIENCE

0-2 years

27%

2-4 years

22%

5+ years

55%

EXPERIENCE TEACHING ABROAD



37%

of the respondents
have experience
teaching abroad

Top countries respondents have taught in



CURRICULUM EXPERIENCE

National curriculum (outside of US/UK)

41%

US Common Core/State

29%

Cambridge

22%

IB

21%

UK curriculum

13%

Montessori

9%

AP

7%

SPOUSE AND DEPENDENTS

45%



plan on
going solo

40%



with
children

55%



with
spouse

Number of children

39%  **34%**  **16%**  **12%** 

WHY THEY'RE LOOKING TO RELOCATE OVERSEAS.

So, what's prompting teachers to move abroad in the first place? Unsurprisingly, there is no one single answer, rather a variety of factors that make people more inclined to uproot their lives and move overseas.

Generally speaking, though, the culturally diverse teaching environment and career progression opportunities are the two most important professional motivations for teachers looking to make a move abroad.

Conversely, candidates care less about the financial benefit of teaching abroad – and aren't looking to move due to a lack of opportunities at home. These are qualified educators with a wealth of options in their home country. They're not relocating overseas as a way to gain teaching experience or to secure just any job.

The survey results also shed some light on the importance of the perceived lifestyle benefits when moving overseas. The majority of candidates are looking to relocate to experience a new culture, strike a better work/life balance and have the chance to travel.



YOUR NEXT GREAT TEACHER IS JUST ONE SEARCH AWAY.

See how our Database Access can help you hire the right teacher, faster.

[REQUEST A DEMO](#)



THEY CARE MORE ABOUT

THEY'RE LESS MOTIVATED BY

Professional Motivations

Culturally diverse teaching environment
Career progression opportunities
Value placed on the teaching profession overseas

Financial benefits
Gaining teaching experience
A lack of opportunities at home

Personal Motivations

Experiencing a new culture
Better work/life balance
Looking for a life change
Travel

Political uncertainty at home
High cost of living at home

Our findings also indicate an overall positive perception towards living abroad in a new country, with over a third of respondents claiming to have no reservations about relocating. Some of the worries weighing on respondents included the following:



24%
Personal safety



10%
Language barriers

However, these are concerns that you, as the employer, can easily allay.

MORE TEACHERS ARE ON THE SEARCH FOR WORK-LIFE BALANCE.

So what won out – personal or professional motivations?

Interestingly enough, two-thirds of respondents said personal.

For example, if your school has put in place initiatives to support a healthy work-life balance and personal well-being for teachers, think of how you can leverage these to create a more positive perception for your school in the eyes of job seekers. Maybe think about dedicating a page on the careers section of your school website, backing up your work-life claims with real examples from other expat teachers.

And don't be shy about promoting your current teachers' travel and cultural experiences. Did some of your expat teachers take exciting trips while on vacation over the summer? Highlight these with a photo gallery or (better yet) ask them for permission to embed social posts of their travels on your careers page.

WHAT ATTRACTS TEACHERS TO A NEW JOB.



66%

Salary and bonus



65%

PD opportunities



49%

Career progression opportunities

(Weighted responses, respondents were asked to rank their preferences.)

We asked our respondents to select the top factors that matter most when they're looking for a job. While the results show that salary still reigns, it's far from the only element that seals the deal.

Coming in at a close second and third are professional development and a clear path to career progression. Interestingly, a lack of career progression was also cited by 31% of current teachers as the reason why they don't plan on renewing their contracts this year.

THEY'RE LOOKING FOR A CAREER OPPORTUNITY - NOT JUST A JOB.

Teachers are looking to join schools that invest in their professional development and offer programs designed to refine their current teaching skills while learning new ones. Beyond factors that impact learning and career growth, they also want to feel connected to the school community.

If your school offers excellent opportunities for future growth (whether these are clear paths to promotion, training, career development programs or formal mentorship opportunities), then these could be a major differentiator from the perspective of candidates.

Only **39%** of international school job postings highlight professional development opportunities for successful candidates*

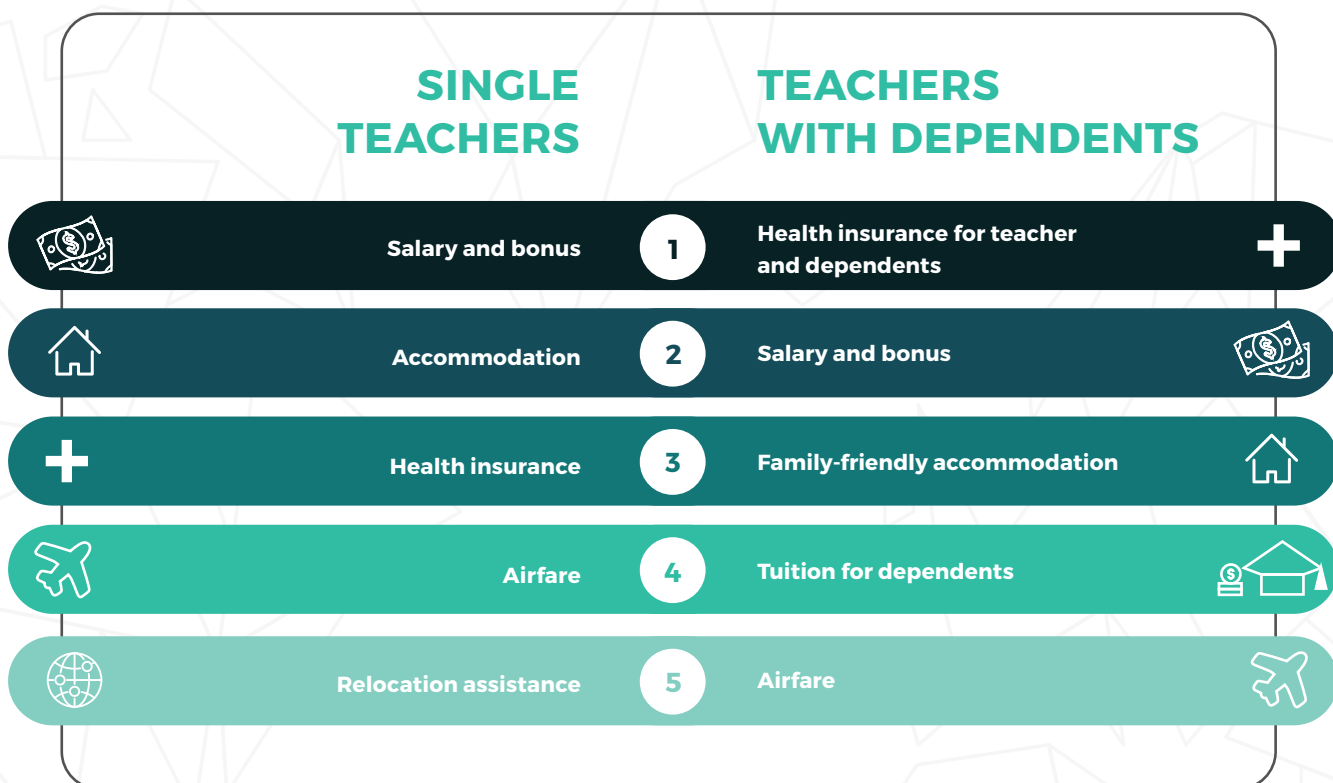
This also applies to your current teachers – respondents who plan on renewing their contracts choose to stay at schools for a variety of career-related reasons, with compensation lagging in third place:

1. The job aligns well with their career goals
2. They have the opportunity to progress at their current school
3. They're happy with their current compensation package

HERE'S WHAT THEY WANT IN A COMPENSATION PACKAGE.

When it comes to taking (or leaving) a job, today's international educators prioritize compensation – but different groups have different priorities.

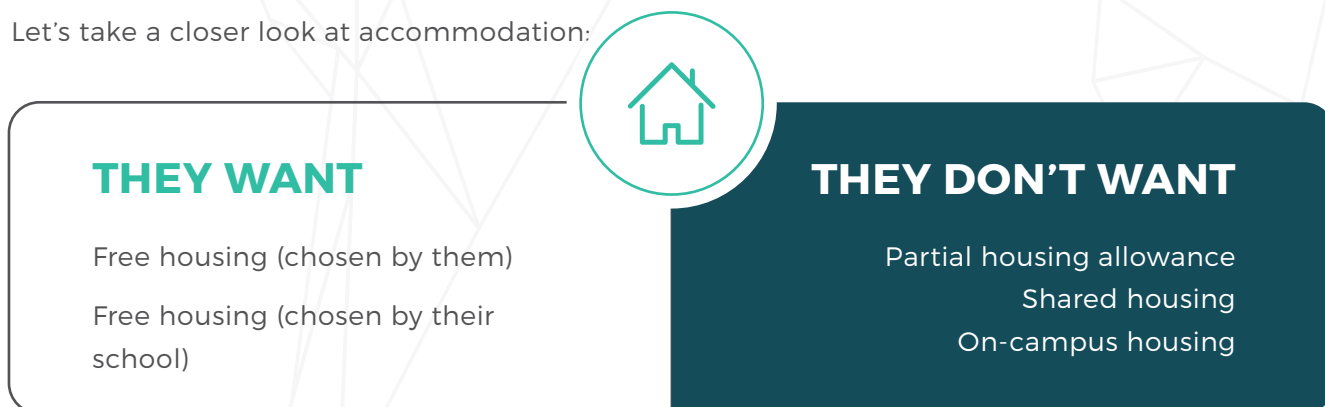
*Based on an analysis of 81 international school job postings on the Teach Away site from September 2017 to August 2018.



The biggest difference between these two demographics? Teachers with children, who apply for jobs, consider family health insurance a more significant deciding factor than their take-home pay. They might be willing to accept a comparatively lower salary in exchange for a particularly enticing health care plan.

There's a lot of teachers with families out there. If you know which benefits to offer, you'll do a much better job of attracting them to your school.

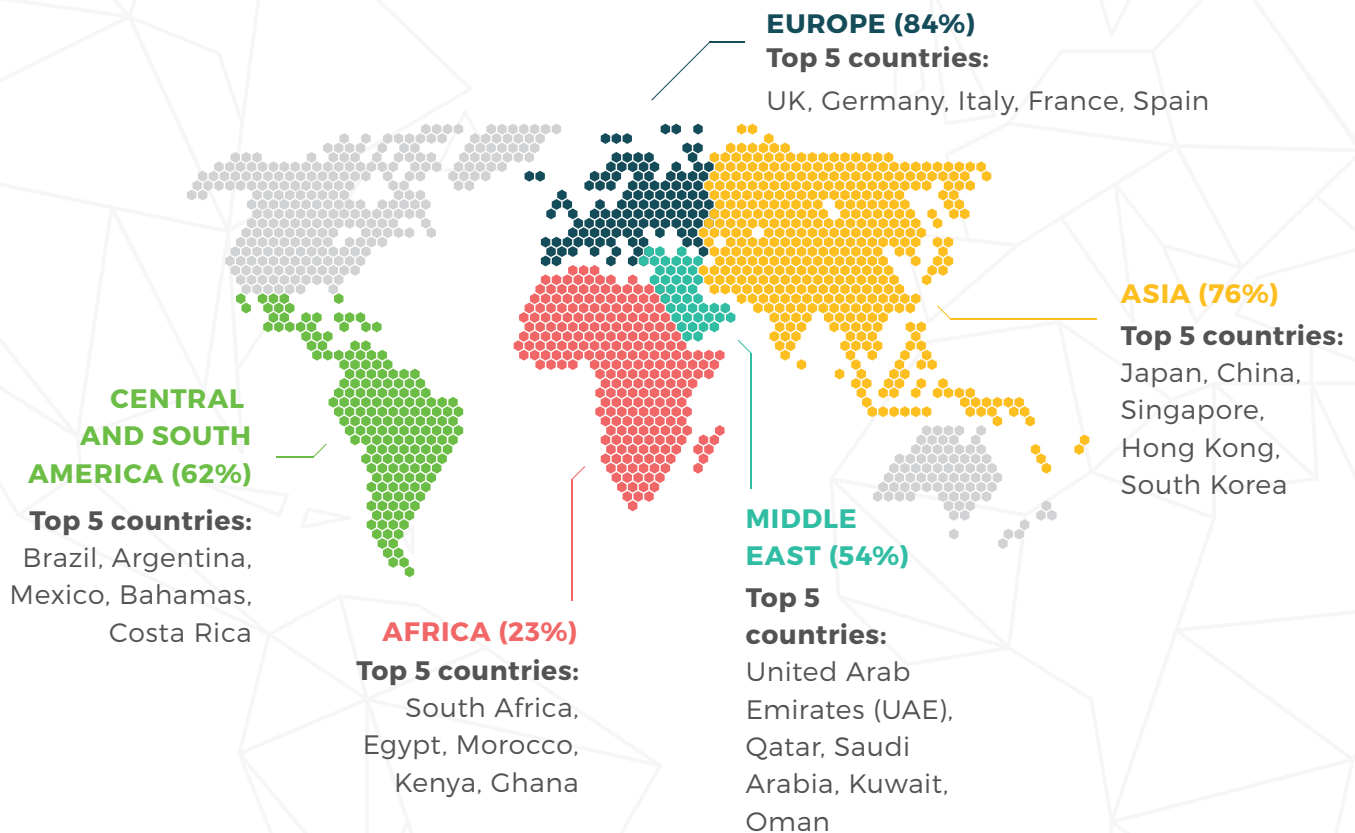
Let's take a closer look at accommodation:



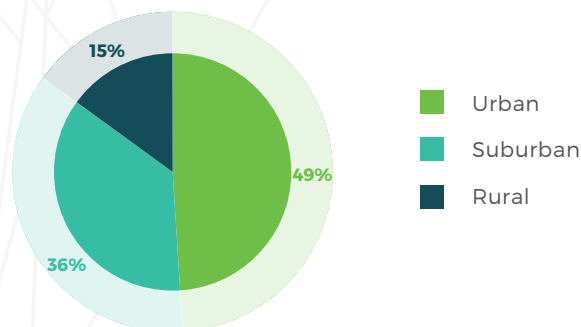
WHERE THEY WANT TO TEACH.

Europe, Asia and Latin America again emerged as the three most popular regions for candidates this year, with respondents citing the excellent travel and cultural opportunities as the main draw, with career growth opportunities coming in a close second.

Preferred regions and countries



Setting



Stand out among other in-demand locations by showcasing your region's advantages.

- Highlight your city's strong public transit system, thriving arts community or access to outdoor activities.
- Help potential and future employees prepare for cost-of-living differences by sharing median rent prices, entertainment costs and food prices.
- If your company offers benefits like transit discounts or bike share memberships, present these perks as ways new hires can explore the area.

When they're thinking about applying to a school, candidates carefully consider where it's located. Would they have a quick and easy commute? Is it close to public transportation? The more information you can share on this front, the better.

You don't want candidates to accept a job at your school only to regret their choice six months down the line.

A DEEPER DIVE INTO WHAT YOUR CURRENT TEACHERS ARE THINKING.

We asked the 2,634 respondents who are currently teaching abroad what their next move is. The answer might surprise you:

Only **16%** of teachers plan on renewing their contract at their current school this year.

And it's not to go back home (only 3% of respondents plan on doing so). Almost 20% of respondents haven't decided what their next move is.

- 46% of teachers plan on finding another teaching job in a different country or region.
- 14% of teachers plan on finding another teaching job in the same country or region.

As a school head, it's possible your perception of why teachers resign can differ markedly from reality. This gap, if not addressed, leads to higher levels of voluntary departures. After all, it's hard to fix a problem if you don't know what's causing it.

THIS IS WHY YOU LOSE TEACHERS.

Is teacher turnover at your school high? Then it's time to get a handle on why people leave their jobs.

Compensation is an important motivator for career decisions among international teaching candidates. But when it comes to reasons why teachers switch jobs, an increase in pay trailed behind in third place.

Respondents rated these as the top reasons why they chose to leave their school:



Personal
reasons



Lack of
advancement
opportunities



Unhappy with
their compensation
package



Challenging
working
conditions

The first of these is beyond your control. But the others are not. Education job boards are making it easier for schools to identify and connect with qualified job candidates. That's putting more onus on employee retention efforts. Employers need to give workers more development and advancement opportunities and more creative reward packages – or risk losing them.

IT'S TIME TO GET CREATIVE WITH YOUR JOB POSTING.

“Job shopping” is the new norm – we’ve heard from countless candidates who preemptively reject a great school based on a lackluster job posting. So this year, we’re encouraging you to return to the basics – perfecting your job posting. After all, it’s a candidate’s market, and they’re being inundated with jobs. It’s time to make sure yours stand out.



“ Job postings no longer serve as a source of information on the roles and requirements of a position alone – they are your most important recruitment marketing asset.”

Lloyd Ffrench, Manager of Education Partnerships @ Teach Away

Write your job postings following the “what’s in it for me?” rule – if you’re completely focused on what you’re looking for in a new hire versus what you have to offer, your job postings may not resonate with candidates. Job postings are meant to sell – the position, your school, the reasons a great teacher should apply. Here’s what job postings are not – job descriptions.

Start your job posting with three to five exciting details about the job and your school. A heatmap analysis we ran on job postings on our site reveals that candidates tend to skip over school boilerplate about history, mission and values.

Instead, go right into selling the position by highlighting the salary and benefits (the most critical factor in a job posting, according to our survey), essential duties, the location and the qualifications and experience required. Given that candidates surveyed shared that the top factor they looked for in a job was the compensation package, schools that are hesitant to include salary and benefits information in job descriptions may inadvertently cause qualified applicants to lose interest.

1 in 3

international school job postings fail to list salary and benefits details*

Earlier and more complete disclosure of compensation information may also increase recruiting efficiencies on your end, as candidates can remove themselves from consideration when one of their primary motivators for career decisions and job switching does not meet their expectations.

*Based on an analysis of 81 international school job postings on the Teach Away site from September 2017 to August 2018.

ENSURE YOU'RE MAKING MARKET-COMPETITIVE JOB OFFERS.

This has become a problem for many schools in today's candidate-driven market – a lower-than-expected compensation package was the second biggest reason why candidates would reject a job offer.

Take action immediately when a new position becomes available. Examine valid market data for similar positions in your location, then work to update your salary and benefits package so that you're offering market-competitive compensation to your candidate.

GIVE CANDIDATES A TRUE PICTURE OF THE CULTURE AT YOUR SCHOOL.

Today's candidates are less willing to apply blindly to a position. They know there is a sea of information available through their social connections, employer review sites, news sites, career sites and more. However, many schools have not adjusted their recruiting strategies to meet this new way of job seeking.

What makes teachers happy in their jobs



1

Positive relationship with students



2

Positive relationship with senior leadership



3

Workplace environment and amenities



4

Access to technology and educational resources



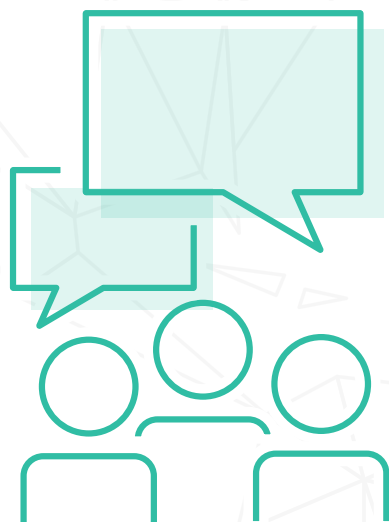
5

Professional development opportunities



In 2019, rather than finding the best candidate, try helping the candidate understand if your job is the best career option for them. It's no longer enough just to post your jobs online. Job seekers are viewing your jobs in context.

Your school's culture, mission and values – the top factors that employers felt attracted candidates to their school – should be emphasized across all of your recruiting channels as these were also found to be top priorities for job-seeking international teachers. Providing rich information about the experience of working at your school is essential to building engagement and getting those applications rolling in.



MAKE YOUR CURRENT TEACHERS YOUR BEST RECRUITERS.

For candidates, school culture and quality of life are key factors in determining where they want to work. It's nearly impossible to get this impression from traditional HR materials. Candidates want to hear from real teachers working at your school, discussing the pros and cons of the job.

With 75% of school heads stating employee referrals are a top channel for quality hires, it's clear your current teachers are already your biggest advocates. All you have to do is tap into the power of the already existing face of your employer brand: your current teachers.

This can take the form of written testimonials, videos, or, for candidates further along in the hiring process, by being put in touch with a teacher over the phone. This helps candidates best determine if they'll be a good fit for the school before they get too far along in the recruiting process, which can result in reduced turnover and costs.

HOW CANDIDATES FIND (OR DON'T FIND) YOUR JOB



Along with understanding your ideal candidate, knowing where they go to find, research and apply for jobs is crucial to informing your overall recruiting strategy.

It's time for hiring decision makers to recognize the potential of online channels in general, and education job boards specifically, to build employer brand and increase access to the information candidates are seeking.

IT'S TIME TO REACH CANDIDATES WHERE THEY SEARCH FOR JOBS.

There was a time when international educators found out about new employment opportunities through newspaper classifieds. Today, however, 95% of active job seekers are searching for their next teaching job online, far outranking traditional job search methods like recruiters, personal referrals and job fairs.

This year, respondents also quelled the myth that in-person job fairs remain an effective recruiting channel.



4%

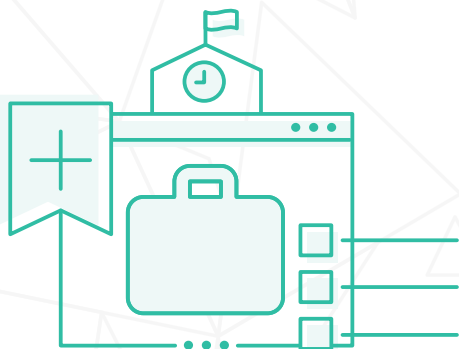
of teachers found their current job at a job fair



44%

of international schools are still attending job fairs

And surprisingly, despite 65% of school heads identifying online search channels as the most effective recruitment source, only 40% of their total recruitment budget was allocated towards online job advertising last year. It stands to reason, then, why 4 in 10 international school leaders agree that attracting candidates has proved the most challenging part of the hiring process for them.



EDUCATION JOB BOARDS ARE THE HIRING JACKPOT.

While the international teaching job search has mostly moved online, that doesn't mean that all online channels are considered equal in the eyes of your candidates.

Of the online job search methods available, 76% of current job seekers say their preferred source for finding a relevant new job opportunity are education job boards, like Teach Away, and search engines, like Google. These were the same job search resources preferred by respondents who are currently teaching abroad.

SPEND LESS, HIRE MORE.

Say goodbye to wasted time & money spent hiring this year. With an annual Teach Away subscription, you can:

Reduce your cost per hire

Post unlimited jobs and hire all the teachers you need for one set cost.

Make ongoing hiring easier

Hire on demand by building your own talent pool of qualified candidates.

Build your school's brand

A custom web page for your school drives applications from informed candidates.

Get dedicated support

Your dedicated team of recruitment consultants are here to make sure your hiring needs are met every step of the way.

Start hiring great teachers today by visiting teachaway.com/recruitment.

VISIT NOW





TODAY'S CANDIDATES TURN TO GOOGLE FOR JUST ABOUT EVERYTHING (INCLUDING JOBS).

Google is ubiquitous when it comes to searching for open jobs and researching potential employers. More specifically, 31% of current international teachers found their job on Google during their job search, and 65% of teachers currently searching for a job take advantage of the popular search engine.

Here's why this is particularly interesting for schools. Even though the majority of job seekers turn to Google to assist with their job search, before entering the recruiting space, Google essentially turned all their candidate traffic over to job aggregators, like Monster, CareerBuilder, Indeed, LinkedIn and Glassdoor.

With Google for Jobs entering the recruitment space in 2018, however, candidates can now find jobs directly through Google, rather than sifting through these job aggregators.

This not only vastly improves the experience for teaching candidates – it's a game changer for schools that optimize their postings and school website so that they appear in Google for Jobs search results. However, job postings must be indexable and follow Google's structured data requirements, otherwise Google will ignore them.



“ To help our partner schools attract more relevant candidates to their roles, Teach Away has invested significant time and resources into ensuring all of the job postings on our site appear on Google for Jobs.”

Rebecca Young, Director of Product @ Teach Away

YOUR SCHOOL WEBSITE IS NO LONGER ENOUGH.

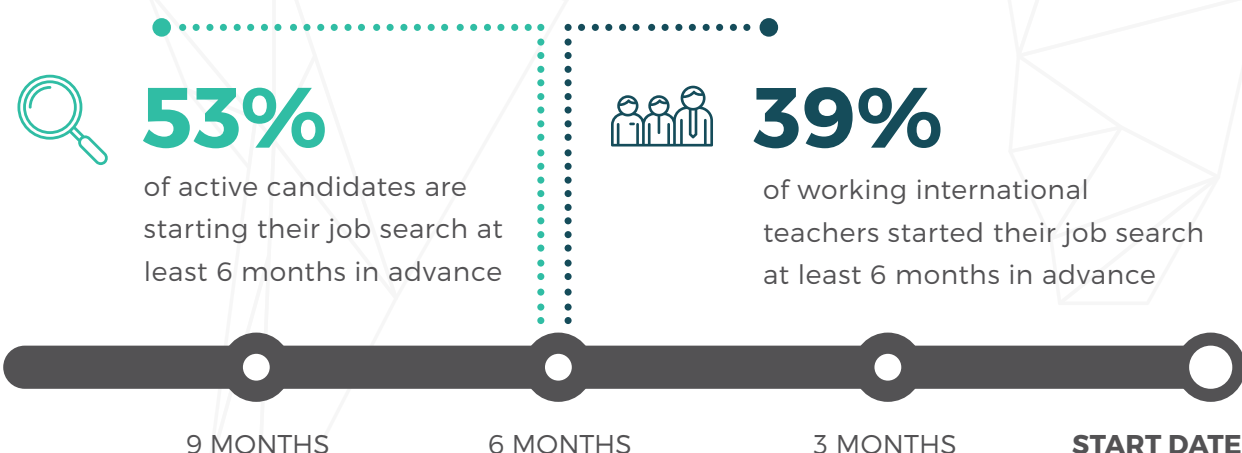
With 25% of candidates checking out your school website, as well as your social media, you can't ignore having a presence in those places. And it looks like most of you (80%, actually) do advertise your jobs on your school website. However, if you're only posting to your school website or, say, to your LinkedIn network, your positions won't receive the visibility needed to attract the highest quality teachers.

Having an engaging careers page on your school website is only one facet of delivering a candidate experience that can create a favorable brand impression, and ultimately facilitate a smooth transition from candidate to hire.

THE JOB HUNT NEVER ENDS.

Savvy international school heads know that recruiting is not a stop-start endeavor – it's an ongoing process that requires a long-term strategy.

Candidates are serious about launching their overseas teaching careers the right way and prefer to begin their job search methodically and well in advance. As it stands, however, only 33% of school heads claim to have a year-round recruitment presence.



Thinking ahead is essential, and building and maintaining your candidate pipeline over a sustained time period is a crucial part of this. And with 76% of international schools currently opting to hire on an ad-hoc basis, there's a golden opportunity for you to stand out as an employer of choice this year.

Make sure your online presence does the heavy lifting at any time of the year. Even if you're not looking to fill a vacancy right away, you should still keep a career page live on your school website and maintain your school's visibility on an international education career site.



Monday is when most job applications are completed.

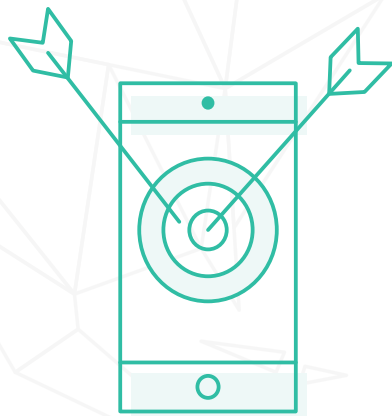
You should aim to get your new job postings up by Monday. According to our data, the most popular day for job applications is Monday, followed by Tuesday. The least amount of applications are completed over the weekend.

JOB RESEARCH IS DIFFUSING.



Your school website was traditionally the primary place candidates looked for job-related information. This is still true, but we can see the job research and search process diffusing across different channels. This isn't good or bad, per se – but it does mean school leaders should spread their focus beyond the career section or career page on their own site.

If you're not using multiple channels to amplify your job postings, and specifically those channels where the majority of job seekers are visiting, you could be missing opportunities to attract qualified, passive candidates and frustrating active job seekers.



YOUR CANDIDATES ARE MOBILE.

More than half of visits to Teach Away each month come from a mobile device. But many of the applicant tracking systems used by schools today are outdated. They aren't designed with modern phones in mind. Many school websites require applicants to provide many pieces of information through a clunky interface.

It's time for schools to re-examine how they interact with candidates. A mobile-friendly hiring platform is essential when hiring the modern candidate. (More on that on page x).



“ An ATS is one of the most powerful recruiting tools today because it helps schools optimize for mobile. Candidates will have no problem logging onto their mobile devices and applying for your jobs easily and efficiently.”

Dave Frey, Co-founder & CEO @ Teach Away

RECRUITMENT METRICS YOU SHOULD BE TRACKING IN 2019.

Before we dive into the next section, let's take a look at five metrics you should be keeping track of this year. These will tell you which parts of your talent acquisition process work well, and which don't. That way, you can recognize and establish your recruiting best practices, but also spot bottlenecks and issues that need to be dealt with.



1 Number of qualified candidates per source

What is it: How many qualified candidates come from each of your hiring sources/channels?

Why it's worth measuring: Knowing what channels bring in the most candidates is essential to building a healthy pipeline.

2 Source quality

What is it: Which channel provides your best hires?

Why it's worth measuring: Knowing which sources bring in the best candidates can help you choose how to allocate time and resources most efficiently.

3 Time to hire

What is it: How long does your whole recruitment process take, from creating a new job opening to hiring a teacher?

Why it's worth measuring: The more quickly you can source and hire teachers, the more competitive your school will remain.

4 Offer acceptance rate

What is it: Out of all the job offers you extend, how many of them get accepted?

Why it's worth measuring: Understanding what aspects of your offers motivate candidates to accept can help you create even stronger offers going forward.

5 Cost per hire

What is it: The average amount of money you spent on making a hire.

Why it's worth measuring: When you know your cost per hire, you can better determine where to invest your recruiting budget.

**DID YOU
KNOW?**



3 in 10

of international schools surveyed had no idea what their average cost per hire was last year.

THE PATH TO AN EXCEPTIONAL CANDIDATE EXPERIENCE.



The world of hiring is more candidate-driven than ever before. Qualified education professionals are in high demand, and that means they've got options. But take heart: you can snag superstar teachers by creating a terrific recruiting experience and engineering magic moments with top candidates.

HERE'S WHAT MAKES FOR A POSITIVE CANDIDATE EXPERIENCE.

1. Straightforward application process
2. Speedy responses
3. Continuous status updates
4. Communication expectations made clear upfront

In today's candidate-first market, international schools must pull out all the stops to meet high expectations in the hiring process. If it isn't already, candidate experience should be at the top of most schools' lists of recruiting priorities. How can you attract, connect with and hire teachers if your candidate experience is weak?

With

91%

of candidates agreeing that your hiring process has a significant impact on how favorably they view your school as a potential employer, it's clear that a bad experience can (and will) cause candidates to withdraw from the recruiting process.

Here are the top issues candidates encountered during the hiring process:

1. They weren't kept up to date on their application
2. The school took too long to follow up after their initial application
3. They couldn't find enough information on the school
4. They weren't clear on what documents were required and when

TODAY'S CANDIDATES ARE MORE INFORMED (AND HAVE MORE CHOICES).

Treating candidates more like people and less like commodities will continue to be an important differentiator for international schools hiring this year. With social media, review sites like Glassdoor and niche community forums for international educators, job seekers can weed out potential employers before the first conversation.

In the past, candidates may have accepted a process that was tedious, unfriendly, outdated and sometimes unprofessional. Today's candidates expect more. They want immediate feedback, real-time updates and a simplified process when applying for open positions.

Transparency, progress updates, helpful content and real-time support – these changes will likely foster an improved experience for both the teacher and the school, resulting in more successful hiring.

HOW TO CREATE A STANDOUT CAREERS PAGE.

Want to stand out from the competition? Start with your careers page (whether on your school website or a third-party hiring platform). It's well worth your time to get it right and ensure the content is compelling, authentic and up to date.

At Teach Away, the best careers pages we've seen do these six things well:

- 1 Show school values in action
- 2 Demonstrate career progression opportunities
- 3 Use real photos of teachers in their working environment
- 4 Enhance jobs with photos, videos and teacher stories
- 5 Provide a mobile responsive careers page
- 6 Manage candidate expectations as to what comes next in the hiring process

THEY ALSO EXPECT A SEAMLESS APPLICATION PROCESS.

The candidates you're trying to attract have an evolving set of digital expectations that aren't being satisfied. When they're not job searching, they're using mobile and web technology built by consumer-oriented companies that differentiate themselves based on user experience. Why should the job application process have to be any different?

Today, it's expected that job applications work across different devices. And it also stands to reason that schools that have deployed mobile recruiting are getting more qualified candidates who are employed and have experience directly related to the job posting. If they aren't actively looking, they're more likely to do an impulse apply.

Your job advertising platform or career site should have an easy, click-to-apply process with short forms.

When searching and applying for a job, candidates expect the same ease of use and functionality they see in the apps and websites they already use every day. If your application process is confusing, frustrating or glitchy, you risk losing out on candidates before you ever even hear from them.

So give your candidate what they want upfront. Make it simple for them to find exactly what they're looking for and make it easy for them to apply. It's also important that nurture goes beyond the application process.

SPEED IS THE NAME OF THE GAME.

One of the most frustrating parts of the application for the candidate is the feeling that their application has gone into a black hole. Schools need to search for opportunities to change this experience to differentiate themselves as great employers.

How soon after applying do candidates expect to be contacted?



Less than a week

33%

1 - 2 weeks

30%

2 - 4 weeks

12%

1 - 2 weeks

11%

Speed and agility are vital in any kind of competitive market, and especially where the digitally-savvy teaching candidate is concerned. They're always job hunting, and other international schools are always hiring, so you better move fast if you want to keep top candidates interested in working at your school.

With 63% of candidates expecting their first interview to be set up less than two weeks after applying, and 1 in 5 applicants losing interest when faced with a long hiring process, hiring schools need to focus on recruitment solutions that will enable them to process candidates quicker.

Rising innovations in candidate screening, such as pre-recorded interviews, database access and online fairs, can take weeks out of the process, helping you find the qualified candidates you're looking for faster than ever before.

YOUR ATS IMPACTS THE APPLICANT EXPERIENCE.

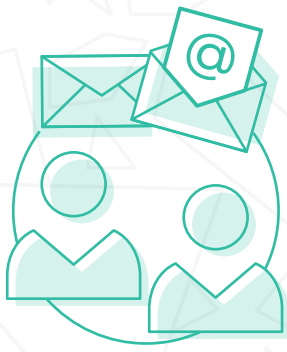
Once your school implements an ATS, it's important to take advantage of everything the system is capable of. Many applicants become frustrated using an ATS because it appears their application was lost in the system.

When communication is off, candidates start feeling alienated from the hiring process and may become disinterested in a potential school. International schools can improve the quality of communications with candidates by using an ATS to proactively reach out to candidates about how the hiring process is proceeding and informing them about potential delays.

HOW TO SPEED UP YOUR HIRING PROCESS.

Use the below strategies to establish a fast interview process from first point of contact.

- 1 Consider eliminating phone screens.**
Replace phone screens with pre-recorded video interviews to cut back on first-round interviews and reduce time meeting with unqualified candidates.
- 2 Implement interview scheduling software.**
Simplify interview scheduling by enabling candidates to self-schedule interviews online.
- 3 Ensure easy access to candidate data.**
Ensure any recruiting team member, at any point in time, can access all candidate data and understand hiring process status.



DON'T WAIT TOO LONG TO COMMUNICATE NEXT STEPS.

You need to communicate effectively, providing feedback and updates at different stages of the process. When a candidate applies to your school, follow up with an automated email to acknowledge all applications and outline what happens next. At all stages, help candidates understand the hiring process, where they stand and what comes next.

Candidates today are used to the fast communication processes of social media, which can be instantaneous in some cases. It isn't surprising that drawing out communication over days of missed phone calls, multiple interviews or lengthy assessments, can only work to hinder the recruitment experience.

Poor communication is the top reason why candidates say no to working for you.

Whether or not your ATS is set up to do this, your hiring team must keep the candidate engaged. Send a standardized (but personalized) email to all active candidates at key points in the process, and update them at least once per week, even if there's nothing new to report. How about a text? Or a phone call to the candidate. Did you acknowledge their interview thank-you email?

We asked candidates how they would prefer to be contacted if their job application is a good fit, and 67% of respondents chose email as their top option.

COMMUNICATION IS ALWAYS CRITICAL, EVEN IF IT MEANS A REJECTION.

Teaching candidates demonstrated frustration with a lack of communication from hiring schools. Applicants invest time in polishing their resume, filling out application forms and writing a compelling cover letter, but frequently never hear back from prospective employers or even get “ghosted” during the hiring process. It’s crucial for international school heads to follow up with all candidates – regardless of whether they’re qualified or not.

Turning candidates down is a natural part of the recruiting and hiring process. However, many international schools don’t do it very well, and that harms candidate experience. The worst thing you could do is to simply never respond to a candidate who interviewed.

Slipping away quietly, instead of breaking unwelcome news might feel like the easier way out, but for schools that don’t communicate with job applicants, it can mean untold damage to their school’s employer brand.

It’s a bit more accepted (but not advised) to never respond to candidates who apply. With the recruiting technology that’s available today, there’s virtually no excuse to not, at the very least, send an automated email to candidates who aren’t qualified or who won’t be getting an offer.

The internet is full of negative comments from job applicants who felt they were treated poorly. And word spreads fast – 28% of respondents would turn down a job offer based on a negative review from a previous candidate.



“ Strive to create a positive candidate experience for everyone, even the candidates you reject, because they may be best friends with your next candidates.”

David Macfarlane, VP Global Sales @ Teach Away

IT COULD BE TIME TO RE-EXAMINE YOUR INTERVIEW PROCESS.

How quickly do you act when a qualified candidate applies to your job posting? A slow-moving interview experience will lead to lost candidates. 62% of candidates expect an interview to be set up within two weeks of applying.

When we asked candidates what their ideal interview process looked like, they strongly preferred online interviews over in-person (66%).

The most effective hiring managers understand that while they are interviewing the candidate, the candidate is also interviewing them. “Selling” the job opportunity – including the professional growth that your school has to offer – has become one of the most important parts of the interview process. As is building a rapport with candidates and maintaining consistent communication, before and after the interview stage.



A BAD ONBOARDING EXPERIENCE DISENGAGES NEW HIRES.

Onboarding (the time between an accepted offer and the early days of your teacher's tenure at your school) is a critical part of the candidate experience. Today, it's more imperative than ever to make the onboarding process as positive, easy and informative as possible. Remember, onboarding is more than a brief orientation and a pile of paperwork.

Schools that stay in contact with hires before their start date, via small gestures, such as an email or quick message, are off to a good start, but that's only one piece of the puzzle.

What support are your new hires looking for before they arrive?



1 Visa assistance



2 Financial guidance



3 Contact with other expat teachers at your school



4 Cross-cultural training/language lessons



5 Lifestyle overview



ONBOARDING IS THE HOLY GRAIL OF TEACHER RETENTION.

Set yourself and your new hires up for success by planning an unbeatable onboarding process and having it ready to go before you start hiring. The health of your onboarding process directly correlates with whether new hires choose to stay or cut their contract short.

**DID YOU
KNOW?**



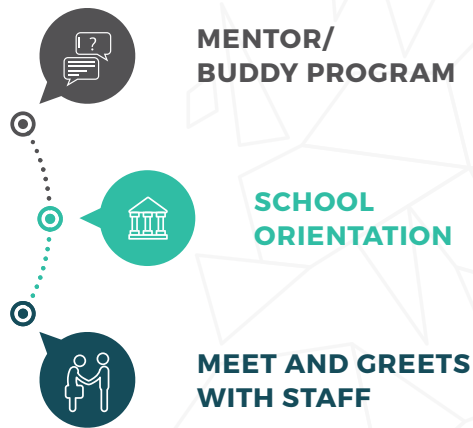
41%

of candidates would quit a job specifically because they didn't feel they were onboarded or trained properly.

So be aware of this, and make sure new teachers have a good transition into their jobs and life at your school. Otherwise, you risk ending up back where you started, filling that position again.

That said, the following can help all parties involved in hiring and onboarding create a more positive experience that improves offer acceptance rates and builds your school's reputation as a great place to work:

**What support
are your new hires
looking for after
they arrive?**



HOW TO REDUCE YOUR TIME TO HIRE - WITHOUT SACRIFICING SCHOOL SAFETY.

Hiring teachers quickly is critical in a competitive job market, but it's just as important to ensure a thorough screening process. With more complex candidate backgrounds – especially with teachers who have lived overseas – and an increased emphasis on student safety, organizations are struggling to find a balance between speed and accuracy.

Integrating an ATS with an inbuilt background screening system not only speeds up the hiring process, it also provides an improved user experience, real-time status updates and a dramatic reduction in candidate frustration.

[SEE HOW OUR ATS STEAMLINES THE HIRING PROCESS](#)





THERE IS A "WAR FOR TALENT" GOING ON IN INTERNATIONAL SCHOOLS, AND ACCORDING TO RESEARCH, NEW HIRES DECIDE TO STAY PAST THEIR FIRST CONTRACT WITHIN THE FIRST THREE MONTHS. A SOLID ONBOARDING PROGRAM IS CRITICAL.

Ann Jurewicz,

High School Principal, American School of Barcelona



TWEET THIS



SIGNING ON THE DOTTED LINE IS NOT A DONE DEAL.

The signed offer is an important milestone, but not the finish line. Even after a candidate has accepted, they can still decide not to join your school. There's a good chance they will change their mind if they don't find the offer satisfactory. Of the 18% of candidates who renege on a job offer, just under half decided to accept another offer with a different school.



“ With job seekers interviewing for multiple jobs at the same, they’re much more likely to hold out for the opportunity that meets their needs than they were in years past. One simple misstep in your school’s hiring process can quickly change a candidate’s mind about an opportunity they were once excited to pursue.”

Elaine Mc Aree, Senior Operations Manager @ Teach Away

When a candidate is faced with the decision to choose between two schools, one who offers a seamless, well-communicated and speedy process, and the other an average, lengthy and unwelcoming process; it will be a very easy decision to make. Candidates will always view their experience in the hiring process as a reliable indicator of how they will be treated, how things run and, in general, what they can expect from your school.

Since this can lead them to take their teaching expertise elsewhere, international schools need to start closing the deal much earlier than they might traditionally like to.

Why? Before they can accept an offer, a candidate needs to feel that they received an authentic, well-rounded view of the role as well as the company. To create this sense of trust, consistency and transparency need to be imparted into each touchpoint of the hiring process.

WHAT MAKES TEACHERS CUT THEIR CONTRACT SHORT.



1 School wasn't clear about job specifics



2 Compensation not in line with other employers



3 Job perks were overblown



4 Lack of training/support



5 Bad cultural fit



The evidence suggests that recruitment practices strongly influence turnover. Presenting applicants with a realistic job preview during the recruitment process has a positive effect on retention of those new hires. The key word here is realistic. New hires tend to turnover faster when their expectations don't align with reality.

HERE'S WHAT MAKES TEACHERS WANT TO STICK AROUND AT YOUR SCHOOL.

Candidates cited their relationships with colleagues and students as the biggest reasons why they chose to stay at their school. Socialization practices – delivered via a strategic onboarding and assimilation program – can help new hires become embedded in the school community and create a culture where teachers are more likely to stay.

These practices could include formal and informal activities that help people get to know one another and the assignment of more seasoned teachers as mentors for new hires.

Our survey revealed a clear theme across all types of international teachers: candidates are seeking ways to advance their careers. When applying for jobs, they're looking for opportunities to grow as educators. Our findings showed that 1 in 4 international teachers are happy to move on to another school that offers a clearer path for career development.

International schools can cater to highly motivated educators by providing more opportunities for them to learn and stay ahead of the curve.

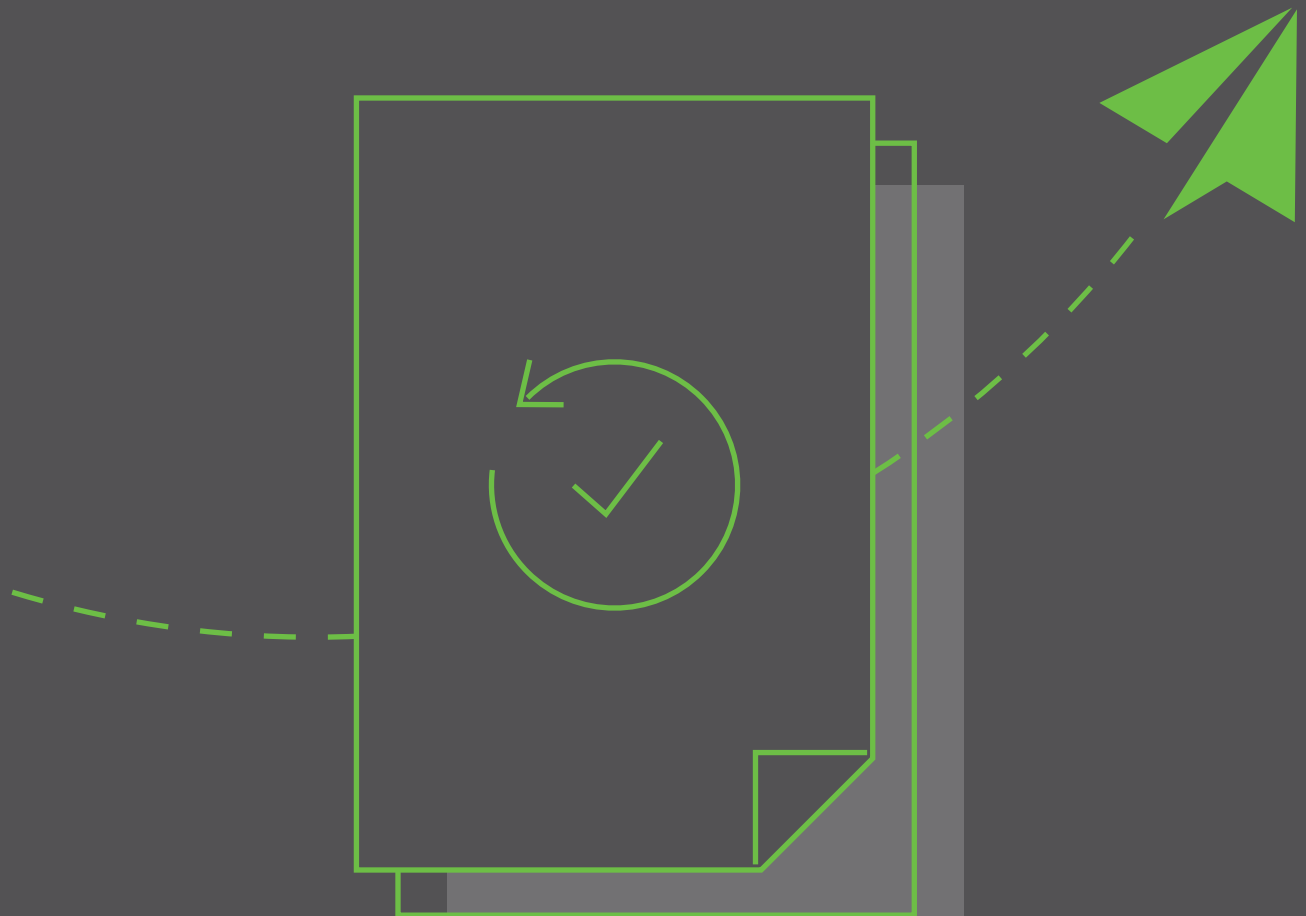


**CONNECT WITH THE RIGHT TEACHERS,
WHEREVER THEY ARE IN THE WORLD.**

Find out how our online fairs take the hassle out of hiring for your school.

[REQUEST A DEMO](#)

CONCLUSION



Over the course of developing this report, we explored the experience prospective teachers go through as they search, apply and interview for jobs and how the quality of that experience is affecting your school's ability to hire and retain the best educators.

We also talked to dozens of international school leaders to understand your biggest priorities, pain points and opportunities when it comes to hiring candidates. We discovered exactly where there's harmony between you and your candidate and where there are opportunities for you to shift your recruiting practices and deliver a stellar candidate experience that attracts and nurtures candidates into best-fit hires for your school.

Getting your hiring process right is a huge opportunity to lead your school forward, and we hope you'll continue to use the findings in this report as a guide.

WHAT TO DO WITH THE INFORMATION IN THIS REPORT. —

As great teachers continue to be the foundation of successful international schools, every school head needs to strategically approach their employer brand. Schools should be helping current teachers with professional development and career opportunities and showcasing these opportunities for prospective teachers.

Communication is also a key takeaway from our research and prospective candidates need to be nurtured with personalized messages during the hiring process. This kind of outreach shows thoughtfulness at every touchpoint of the hiring process – reflecting what your school believes in.

While a complete overhaul of your school's recruitment processes requires a significant investment of time and resources, there are a few fairly simple changes you can make now that are likely to significantly improve your candidates' hiring experience - and your hiring success!



ACCELERATE THE ENTIRE SELECTION PROCESS.

To expect a teacher to remain available for a month (or more!) while you make your decision is the easiest way to lose them. Take a hard look at your process and examine the timeline for recent hires. Identify bottlenecks, then work to develop reduced hiring timelines.



BE TRANSPARENT.

This means the realities of the position, the workload, the compensation, benefits, next steps, everything. Nothing wastes more time – and alienates more candidates – than a school's lack of transparency around these key factors. The offer letter is way too late for this stuff.



24/7

PROVIDE ON-THE-GO ACCESS TO SEARCH AND APPLY FOR JOBS.

Candidates must be able to access open positions anywhere, and that means using mobile platforms for postings. Remove the delay of having to “get to my computer” by enabling mobile applications.

APPENDIX



WHO WE SURVEYED

Respondents were 12,686 international education professionals, who opted in to participate in this report and completed a survey containing questions related to their job search and recruitment activities and behaviors.

The responses were sourced via email, website promotion and social sharing from August 6 to September 3, 2018. In addition to the survey, we also analyzed the behavior of visitors to the Teach Away website.

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More than a million education professionals and aspiring international teachers visit Teach Away each year to develop new teaching skills, find job opportunities and build their careers. We know that hiring teachers is hard, and as the world's most trusted resource for international educators, we aim to make it easier.

WE CAN HELP YOU:

UNDERSTAND

everything about international educators, inside your school and out.

BUILD

your school's employer brand and hiring strategy in a way that will resonate with teachers.

SOURCE

the right teachers on the platform they trust the most.

OPTIMIZE

your hiring efforts from start to finish with our flexible, easy-to-use recruiting tools and solutions.

TALK TO A RECRUITMENT EXPERT TODAY



Share this report

