

#GfSConference21



Governors
for Schools
Conference
2021.

Headteacher Recruitment with Eteach

Administration

- Closed captions are available
- Speakers have been invited to share a short verbal description of themselves
- Chat function is disabled
- Please enter any questions using the Q&A panel
- This session is being recorded; links to the video will be sent out
- We will also send links to slides, resources, and contact details of our guest speakers
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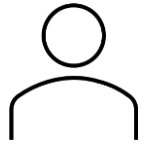
Headteacher Recruitment



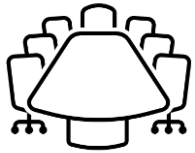
Empowering Tomorrow's World

Key Partners

For hiring a headteacher



Current headteacher



School governors



Advisers



Recruiters

Current challenges

For recruiting senior leadership



Shortages



Safeguarding



Leadership expectations



Diversity



School variation

The role of a school governor

For hiring a headteacher

Hannah Stolton

CEO of [Governors for Schools](#)

Chair of Governors



Don't Panic!

Was this expected?

- Had you already started thinking about what you'd be looking for in a new head?

Was this a surprise?

- Any underlying issues you need to know about?
- Maintained Schools: Inform your Local Authority
- Trust Schools: Inform your HR team – they may inform the LA
- Are there other options you should explore – perhaps a federation or partnership with other schools



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First Steps

Discuss with your head teacher when this information should be shared

- Have a plan – who, when and how
- Draft a letter for parents

Inform the other governors in a meeting

- Make sure everyone is informed at the same time
- Share the timeline to inform the wider community
- Share a draft of the letter for parents and approve it

Arrange times for further conversations to approve advertisement and timeline for interviews



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Inform the School Community

Inform staff

Inform parents

- How will you do this?
- Letter to parents
- From Governing Board
- Need to be reassuring
- Tell them how you will be informing pupils

Inform pupils

- How will the head teacher do this
- Assembly to speak to everyone together – covid logistics!
- Talk about what will happen next



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Advertising the Vacancy

Advertise for the role

Where will you advertise?

- Job boards (Eteach.com)
- Traditional / online media (TES/Guardian)
- Specialist recruiter
- Local Authority

Look at other adverts

- Share your vision and ethos – what makes your school unique
- Include pictures
- Encourage visits

Have a clear Job Description and Person Specification so that you can shortlist against them

Use an application form

Think about unconscious bias

Consideration around cost and budget



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Shortlisting and Interviewing

Review the applications – make sure you are judging them against the criteria you have set

- Do you have a governor with an HR / Recruitment background?
- Whole governing board involved or a panel
- School Improvement Adviser

Set up your interview day(s)

Who will be on the interview panel?

What will the format of the interview be?

Who will be involved?

- governors
- staff
- pupils



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The appointment process

Group decision to discuss how the applicants performed

Hopefully you can make the decision that day

Make sure you have feedback for all candidates

Call the successful applicant

- Salary details
- Start date
- Handover plan

Call the unsuccessful applicants

- provide constructive feedback

Announcement

- Inform school staff
- Parents
- Students
- Sell the candidate and why they've been appointed



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Should governors use an adviser?

For hiring a headteacher

Èamonn Whelan

Founding Partner and Director
of [Yearwood Education](#)



Too insular?

DfE: School and Trust Governance Investigative Report

- Academy governance was at risk of being “too insular”
- A lack of separation in roles was “common practice” with more than half of academy trust chairs also holding positions as members of the trust
- 20% of academy trust trustees reported they were also members
- Researchers warned this “may impact their objectivity and ability to oversee trust governance impartially”

<https://www.gov.uk/government/publications/school-and-trust-governance-investigative-report>

The role of the Chair

- Leading and developing the team of governors/trustees
- Building the relationship with the headteacher/CEO and ensuring their accountability
- Leading school improvement
- Leading the business of the governing board, including working with the clerk
- Ensuring a succession plan

Key Considerations

Governors should:

- Apply the Nolan principles
- Attract, recruit, retain
- Utilise every resource that is available to them
- Get expert advice to ensure “a new pair of eyes”
- Seek out independent and accredited advice
- Get it right, as the consequences can be catastrophic

What should a good adviser be doing?

Acting as an enabler:

- providing professional support and ongoing advice
- enabling clients to resolve professional issues independently

Challenging within agreed protocols:

- challenging with professional empathy, fairness and honesty
- feeding back verbally, in writing and with confidentiality where required

Applying their personal attributes and skills:

- communicating with integrity, commitment, resilience and rapport
- listening, persuading and influencing

What should a good adviser be doing?

Have professional credibility:

- reassuring with a professional presence
- creating and sustaining mutual respect

Using their knowledge and that of the client:

- applying a knowledge of current and emerging policy and strategy
- mobilising the knowledge of the client

The role of the recruiter

For hiring a headteacher

Rhys Howells

Managing Director
of the [Eteach Group](#)



What to expect from your recruitment partner

Your recruitment partner will:

- Work from a criteria that you provide
- Learn everything about the school to sell the benefits and mitigate the negatives
- Get to know the candidates to ensure the right fit
- Be honest with the candidate about what the challenges are
- Support the board in differentiating from other local schools
- Provide advice and guidance on how to improve your employer brand
- Ensure candidates are aware of pay range – no surprises!

The recruitment process

A recruiter can provide:

- Application pack (person specification / job description)
- Notes for candidates applying (vision, mission, values of school etc.)
- Full advertising campaign (social media, email etc.)
- Job advert (via online job board)
- Headhunting (specialist recruitment team)
- The right type of recruitment for you (contingency vs. retained)

Recruitment advice for governors

To secure the right candidate:

- Use your recruiter to headhunt passive talent for better candidates

Recruiters can actively get in front of that talent sensitively if they're already in a headship.

It's rare that an advert alone will achieve a successful candidate.

- Sell your values, mission, vision and purpose to potential candidates
- Have a definite list of strengths and improvements in current headship and role
- Use a scoring matrix / activities
- Consider what your driver is / what you're missing in your current structure
- Offset current talent within SLT

Recruitment advice for governors

Sell yourselves as a governing board

- How will you support them?
- How dynamic are you as a board?
- How realistic are you about challenges?
- What initiatives are in place so far?
- What do you want to achieve on the ground?
- Outline your expectations and goals

Consider what a headteacher needs / wants from their governors and market yourselves the right way to increase candidate attraction.

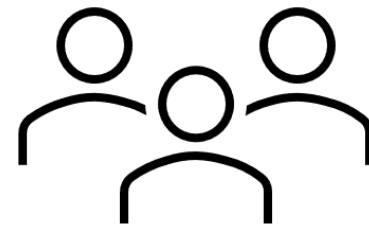
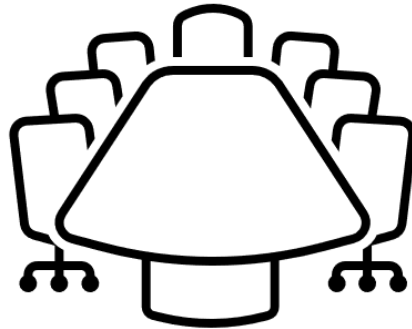
The recruitment experience

Create a standardised recruitment experience for all candidates:

- Ensure a member of the board is present when candidates visit the school
- Support each other to attend / consider the message you want to put across
- Understand what you want to find out about them
- Inform the staff – especially the reception staff for a positive welcome

What happens once your candidate is in post?

Retention strategies



Any questions?



Rhys Howells

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Thank you for attending, we hope you enjoyed the
session

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videos and resources

