



Employment Page Audit

Identifying Opportunities for Improvement in Your
School's Employment Page

ISEF Employment Page Audit

An employment page is often the first interaction a candidate has with an employer. This represents an opportunity to engage and excite a candidate by presenting a compelling vision of what it is like to work at your school. Candidates look to employment websites for information on potential employers and to gauge what it would be like to work for that employer. But many schools aren't capitalizing on this opportunity, leaving candidates with little information and a less than favorable impression of your school.

How to Use This Tool

Each of the 10 elements below combine to create a best-in-class website. This tool is designed to identify opportunities to improve your employment page so that your school is putting its best foot forward.

Website Feature	Points Scored	Notes
<p>1. Access Possible from School’s Homepage How easy is it to navigate to your employment page?</p> <p><i>Point Scoring:</i> 0: No clear link on homepage 1: Embedded in a subsection (e.g. “About Us”) 2: Clear link on homepage</p>		<p><i>Notes on School Website:</i></p> <hr/> <p><i>Best-in-Class Example:</i> Castilleja School, Palo Alto, CA Homepage links directly to employment page through link at the bottom, as well as a link embedded in the “About” section at the top of the page.</p>
<p>2. Hiring Contact Information Do you provide a point of contact for potential candidates?</p> <p><i>Point Scoring:</i> 0: No contact information on site 1: Generic school email address (info@schoolname.org), central HR email (hr@schoolname.org) address listed on site 2: Contact information for specific individual in administrative assistant position 3: Contact information for specific individual responsible for hiring (e.g. Dean of Faculty)</p>		<p><i>Notes on School Website:</i></p> <hr/> <p><i>Best-in-Class Example:</i> Marin Academy, San Rafael, CA Employment page directs candidates to the specific individual responsible for hiring. Candidates interested in faculty positions are instructed to send a letter of interest and their resume via regular mail or email to Marin Academy’s Dean of Faculty, whose information is provided.</p>
<p>3. Job Postings Do you have current job openings listed?</p> <p><i>Point Scoring:</i> 0: No section for open positions 1: Link reroutes candidates to a separate site (e.g. HR portal, regional association website) 2: Job openings listed directly on employment page</p>		<p><i>Notes on School Website:</i></p> <hr/> <p><i>Best-in-Class Example:</i> St. Luke’s School, New Caanan, CT Employment page lists job openings directly on the page. When candidates click on the title, a full job description drops down, meaning they never have to leave the employment page to see the details of a position.</p>

Website Feature	Points Scored	Notes
<p>4. Professional Development Do you provide information on professional development opportunities?</p> <p><i>Point Scoring:</i> 0: No mention of professional development 1: Professional development mentioned, no details provided 2: Provides information on specific professional development opportunities, funding</p>		<p><i>Notes on School Website:</i></p> <hr/> <p><i>Best-in-Class Example:</i> Maret School, Washington, DC Employment page has a designated area for professional development, with sample opportunities, examples of what faculty have previously done, and a link to learn more about professional development at Maret.</p>
<p>5. Diversity, Equity and Inclusion Do you address your school’s commitment to diversity, current diversity initiatives?</p> <p><i>Point Scoring:</i> 0: Equal Opportunity Employer text only 1: Site contains information about diversity or link to a separate page about school’s commitment to diversity</p>		<p><i>Notes on School Website:</i></p> <hr/> <p><i>Best-in-Class Example:</i> McLean School, Potomac, MD Employment page features a prominent section diversity and equity. The page notes that McLean School’s commitment to diversity and equity is an “extension of our mission”, and outlines specific commitments surrounding culture, curriculum, resources, and levels of diversity in the student, body, faculty, staff, and Board of Trustees.</p>
<p>6. Hiring Process Overview Do you provide information about your school’s hiring process?</p> <p><i>Point Scoring:</i> 0: No information about hiring process 1: Site provides information on the hiring process, timeline</p>		<p><i>Notes on School Website:</i></p> <hr/> <p><i>Best-in-Class Example:</i> Wildwood School, Los Angeles, CA Employment page contains a full subsection entitled “Hiring Process”. It outlines the application, interviews, elements of a candidate’s campus visit, and the sample teaching lesson.</p>

Website Feature	Points Scored	Notes
<p>7. Key Features of Location of the School</p> <p>Do you provide information about the city/location of your school beyond the address?</p> <p><i>Point Scoring:</i></p> <p>0: Site does not address geographic location</p> <p>1: Site contains information on the area, such as local attractions, surrounding neighborhoods, links to learn more</p>		<p><i>Notes on School Website:</i></p> <hr/> <p><i>Best-in-Class Example:</i></p> <p>Collegiate School, Richmond, VA</p> <p>Employment page has designated section on “Why Richmond”, which gives an overview the city’s cultural perks, shares photos of the city, and links to sources that have named Richmond a best place to live.</p>
<p>8. Applications Always Invited</p> <p>Do you have language communicating that applications are always welcome?</p> <p><i>Point Scoring:</i></p> <p>0: Candidates are only able to apply to current positions</p> <p>1: Candidates are always invited to submit applications regardless of openings</p>		<p><i>Notes on School Website:</i></p> <hr/> <p><i>Best-in-Class Example:</i></p> <p>University Prep School, Seattle, WA</p> <p>Employment page invites candidates who feel their values align well with the school to submit their resume “regardless of whether there is an opening that matches your credentials.”</p>
<p>9. Faculty Testimonials</p> <p>Do you have faculty testimonials on the teaching experience at your school?</p> <p><i>Point Scoring:</i></p> <p>0: Site contains no faculty testimonials</p> <p>1: Site features written testimonials that showcase the diversity of faculty</p> <p>2: Site features video testimonials that showcase the diversity of faculty</p>		<p><i>Notes on School Website:</i></p> <hr/> <p><i>Best-in-Class Example:</i></p> <p>The Masters School, Dobbs Ferry, NY</p> <p>Employment page contains five faculty video testimonials portraying faculty from diverse backgrounds who hold various teaching and non-teaching positions across divisions.</p>

Source: EAB interviews and analysis.

Website Feature	Points Scored	Notes
<p>10. Benefits</p> <p>Do you address faculty benefits on your site?</p> <p><i>Point Scoring:</i></p> <p>0: No information on benefits</p> <p>1: Brief mention of benefits, no details provided</p> <p>2: Provides information on specific benefits, plans, links to additional information</p>		<p><i>Notes on School Website:</i></p> <p><i>Best-in-Class Example:</i></p> <p>Buckingham Browne and Nichols School (BB&N), Cambridge, MA</p> <p>Employment page provides a link to their "Benefits Summary", which shows candidates the full BB&N faculty benefits brochure. The brochure outlines rates, eligibility, medical, dental, vision, retirement, public transit and more.</p>
<p>Total Number of Points Scored:</p>	<p>/17</p>	

Bringing it All Together

The ten website features outlined above each provide unique value to a school’s employment page. When a school brings all of these features together in one place they are able to create a useful and exciting employment page for potential candidates. An exemplary employment page goes beyond the basic needs of potential candidates and showcases the immense benefits of joining the school community. The following schools provide excellent examples of what it looks like when a school effectively leverages their employment page:

- [The Pingry School](#)
- [St. Luke’s School](#)
- [Wildwood School](#)
- [Collegiate School \(VA\)](#)
- [The Master’s School](#)

An Important Note: Introductory Section

It is critical to have an introduction to your school, your community, and your faculty experience on your employment page. This section is the first place that candidates will likely look once on your employment page, so it is important that it frames your school and employment opportunities in a way that is both informative and compelling for potential candidates.

Candidates look to the introductory section of an employment page to gather information on the school as a whole, as well as to get a sense of what it might be like to work there. Exemplary employment pages have an introductory section that highlights an overview of the school, institutional statistics at a glance, the faculty and classroom culture, and the school’s mission. Additionally, exemplary introductory sections address candidate expectations and desired attributes. For examples of what a best-in-class introductory section looks like, visit:

- [Harpeth Hall School](#)
- [The Westminster Schools](#)
- [Memphis University School](#)
- [National Cathedral School](#)