

Audience Factsheet

Getting to know your applicants

Some job seekers might feel they don't have the right experience or qualifications to become early years educators. A clear, encouraging job advert can help by outlining the requirements needed and by shining a light on the opportunities for growth, development, and making a real difference to young lives.

Use our campaign resources with the insight and example messages below to help your recruitment connect with different audiences.

Young Adults

- Motivated by variety and excited by a prospect of no two days being the same.
- Want to make a positive difference but worry about responsibility over small children. It's important you show how individuals would be joining a supportive team that works together.
- Want to know how they can progress and what their career path could look like. Make clear the qualifications and training options available and the transferable skills developed in the role.

"A role with so much variety where no two days are the same."

"A supportive team will help put the building blocks of a new career in place."

"Use your imagination to bring theirs to life. Find an early years role where your creativity could unlock a world of learning that'll help children thrive."

Older Applicants

- Motivated to have a positive impact.
- Motivated by flexible and part-time working opportunities, make it clear where you can offer these.
- Are open minded to training and qualification opportunities.

"Work in early years and help nurture young hearts and minds, giving them a brighter start."

"Swap the daily grind for the daily grin. Find a role that can be as rewarding as it is joyful."

"It takes skill to make learning look like child's play. Work in early years where your passion could unlock a world of learning."

Do something BIG
Work with
small children



Search:
Early Years
Careers