



Attract Talent: Effective Strategies for K-12 Teacher Recruitment

Thursday, December 14th, 2023

10:00a.m. to 11:00a.m.

Location: Remote via Zoom

Webinar Description:

Join us for a dynamic webinar hosted by Beth Owen, a seasoned expert in marketing and recruitment for schools. This exclusive session is tailored to help leaders discover the best practices for attracting top teaching talent. Learn valuable market research techniques and powerful marketing strategies that schools can implement to connect with the most qualified educators. Gain insights into crafting compelling job postings that resonate with potential candidates, ensuring a successful recruitment process for your school.

Learn how Searchality can help you be better at attracting new talent to your vacancies, and manage hiring at your school.

Biography of Presenter:



A Canadian, currently living in the UK, Beth Owen's international career has been spent in marketing, communications, and technology. Both her career and personal life have been tied to international schools for decades. She attended one growing up, married an international school teacher/administrator, and managed marketing & communications at a premier school for a few years. The idea to build a recruitment solution was first born in 2018, primarily for international schools, but the pandemic cut that journey short. When the opportunity presented itself in 2022 to adapt Searchality for the US K-12 market, the timing was perfect. Beth is passionate about helping schools & teachers navigate and improve their recruitment experiences.