

Service Definition Document

School Recruiter Applicant Tracking System by the Eteach Group is designed specifically for success in education and provides users with the tools to save time, drive improvements and attract more high-quality candidates. We understand that providing high quality teachers helps accelerate student progress and our system is designed to alleviate administrative burden from recruitment so you can focus on the more important things as a trust: delivering quality education.

Features included in School Recruiter ATS

Employer branding is an often-underutilised tool in school recruitment strategies, largely because many school websites are difficult to customise or have the right functionality to promote live roles onto. School Recruiter tackles this by providing MATs and schools with a fully customisable, dedicated micro site to showcase roles and employer branding content to an expert level. MATs can create a central hub for all jobs within their schools to be displayed in one place while simultaneously being hosted on the specific school career site. This ensures candidates can see all opportunities within one trust as well as content about each individual school to make the most informed decision.

This empowers trusts with real time job posting capabilities that go out onto each posting school site as well as aggregated onto a central MAT or School career site to augment the reach of each job.

Every career site will be fully MAT branded as well as each individual academy site having its own identify and branding. This ensures all schools within the group can showcase their own culture and opportunities within a wider trust brand environment. All career sites are hyperlinked to their corresponding school website and contain links and information about the central trust ownership to convey the benefits of joining a large MAT as an employee. All social media sites are connected and can also be embedded within the career sites to act as dynamic content areas, displaying your social content directly onto your career pages if desired.

The only brand displayed on our career sites is yours, as we want candidate focus to be on our clients not anything else, and in this way, our sites act as extensions of your trust websites dedicated to employment opportunities.

Many of our trust customers display their brand values and commitments on these pages and our in-house design team can help you to bring these to life in visually stunning, bespoke sections as part of this contract.

School Recruiter is entirely cloud based and is accessible across all device types. We offer Single Sign on and Multi Factor Authentication into our account creation and sign in for additional security.

School Recruiter comes with the only education specific broadcasting network on the market, providing trusts with a bespoke broadcast dashboard for seamless job advertising across multiple platforms. During onboarding, we obtain your list of must have sites as well as present you with additional options to be tested and compared. Uniquely, we are also able to post relevant jobs to university job boards via our partnerships. In doing this, trusts have access to post on national, local and international jobs boards from within School Recruiter, saving time and money due to our exclusive negotiated rates as a media buyer. To prevent unauthorised, spend, School Recruiter has a job posting approval process, which will ensure no jobs are posted live until the job has been approved by the authorised user.

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Our expertise lies in an intimate knowledge of jobseeker behaviour and candidate experience, and we reinvest significantly each year to drive constant improvements to the candidate journey; Using AI, candidates can create profiles by uploading their CV which instantly builds them an application ready profile to use for our schools. Our “Fast Apply” application tool is the leading mobile friendly application method on the market, increasing conversion rates from 20% using traditional application forms to over 55% using Fast Apply.

Candidates can set up job alerts and client roles will be continuously promoted using our weekly newsletter reaching over 200,000 subscribers. You can also capture candidate data using school and trust talent pools, providing you with a 365 day “always on” approach to recruitment. This significantly improves the engagement rates among the passive job seeker market who either don’t find a role that matches them on your career site or simply aren’t quite ready to apply but can still share their data with you and open up a dialogue. Our most successful trusts nurture these talent pools using our built-in communication tools, keeping them engaged until a suitable opportunity arises.

Job creation is simple and pain free, with the ability to create whole job templates and promote in seconds. Our simple job posting wizard is highly configurable, allowing schools to specify many details around each role to significant detail. Built in AI starts to interrogate your Talent Pool data once details are provided to show matching candidates you already have access to, hopefully shortening time to hire. Schools and trusts can configure everything from application method, customise application form, specify which additional documents (CV, Cover letter etc) are required, collect EDI data, tailor a personalised automated message for each candidate, customise the hiring process and workflows, allocate or invite hiring managers to participate in each role and then choose your promotion methods (job boards, social media, share with internal staff).

Talent Pool management is done through robust filtering and CV search technology within your School Recruiter ATS. Each school within the trust can promote and grow their own talent pool, which feeds into a central trust talent pool to improve sharing of talent across the trust. Clients that upgrade to our Premium subscription (including unlimited Eteach advertising) will also have access to regional talent pools. These data sets are built by individuals expressing interest in working within a set location, rather than school specific, and provide schools with a wealth of data to proactively approach regarding opportunities.

We offer a screening feature for RTW for all roles advertised – this feature can be toggled on/off in the main trust settings. In addition to this we also offer a customisable online application form, allowing you to ask candidates specific questions, regarding their teacher status and any other pertinent questions specific to your trust’s recruitment process.

Automated employment gap identification can be used for ultra compliant hiring. This will interrogate their application data and highlight where gaps exist, forcing a candidate to clarify these before being able to submit that application. Capturing this correctly reduces time spent by hiring teams as well as improves overall safeguarding for our clients.

Interview scheduling is currently in place for online interviews and in person interviews, this feature includes candidate self-selection from a choice of dates and times.

Our digital referencing feature enables you to request references quickly and efficiently. Like with our digital application forms, we now see much faster response rates for references because we have made them mobile friendly. If response is not timely, HR teams can rest assured with our auto-

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chasing feature. Your forms are fully customisable, and you are able to save trust wide templates for use at school level. The average response time to our digital reference forms is currently 3 days, as opposed to a previous average of over 20 days, significantly speeding up the overall time to recruit.

School Recruiter exports data into several of the largest HR providers within the education sector. This facilitates a seamless onboarding process as well as better connecting details such as employment contracts and offer letters to their records within HR systems. via that integration. We have a unique relationship with Access HR and are embedding the two solutions to provide a truly end to end workforce management solution.

Each candidate card within the client portal has its own files section enabling you to safely and securely store signed documents, role profiles and job descriptions.

Job adverts can be supported with additional documents, giving candidates all the information they need regarding a role. This is customisable by role. The client portal comes complete with a full document library functionality, with a share feature for schools to use. Email templates can also be created that contain video links, attachments that can be easily shared individually or in bulk to your candidates.

Safeguarding and Compliance

Safer recruitment is of utmost importance to us at the Eteach Group and in our mission to deliver a more efficient recruitment system to schools, we have ensured that there is a critical balance between speed and safety in place. Below is what you can expect to find within the School Recruiter ATS for safeguarding:

Safeguarding statements can be customised per client and added to career sites and job adverts automatically to ensure key messages are conveyed.

Features such as automatic gaps in employment recognition ensure that candidates cannot submit applications with unexplained gaps. Hirers can then investigate gaps closely at interview to ensure highest level of compliance.

Criminal declarations/Safer recruitment forms can be automatically triggered at shortlisted stage within the ATS, complying with guidance from KCSIE. These digital forms are user friendly and ensure candidates can respond efficiently with the correct information.

Reference checking is mandatory on application forms and extracted to its own tab in the candidate application to make it easier to collect. Reference collection can be set up as an automated action or triggered manually at any stage throughout the process. Digital reference forms ensure that references can be completed on any device which speeds up the time taken to receive. If references are not received after 72 hours, an automated email chaser is triggered meaning less work for the hiring team.

School Recruiter has integrations with leading pre-employment check providers to bring vetting directly into the recruitment process, without having to move data between multiple systems. Conducting checks in this way make them highly reliable with human error removed from the equation. Social Media checks can also be utilised to provide a comprehensive view of candidates for greater safeguarding.

Options to redact sensitive information from candidate applications ahead of shortlisting are available to reduce bias from the recruitment process however this is optional.

Reducing administrative burden is at the heart of School Recruiter ATS. Significant focus has been placed on how automation can transform elements of the typical school recruitment process, resulting in a much more efficient process.

Specific triggers can be customised and added to MAT hiring processes, enabling emails, checks and documents to be sent to applicants automatically, reducing the need for someone to action these manually.

Candidate screening even has automation, allowing applicants who fail to answer screening questions to be automatically disqualified, reducing irrelevant applications within the pipeline and speeding up shortlisting.

School Recruiter has an “approval process” built in, ensuring no jobs will go live without being checked and released. In addition to this our dedicated account team will quality check all roles posted and will advise of any recommended changes with the day-to-day users.

Our group functionality ensures that we can offer full support and flexibility for larger, growing MATs, and settings can be managed at a Trust level or bespoke to each school.

Your recruitment teams can download application packs, with the utilisation of “user profiles” you can determine what level of detail each user should view – in addition to this we offer a blind recruitment option.

With collaborative hiring in mind, we display all activities both at a trust level on the client dashboard but also within each vacancy and candidate, ensuring a full audit trail of any actions across the recruitment process. This enables all members of the recruitment team to comment and share feedback from interviews, with @mention functionality you can draw direct attention to member/s of the recruitment team. Team members are notified automatically when applications are received, speeding up the time to shortlist.

We have live integrations with 3rd Party pre-employment check providers, using our open-source platform and utilising APIs with the service provider. We also have the capability to interface with other onboarding systems to streamline the process for the trust. Our product is regularly updated via a planned maintenance schedule, to ensure our product remains compliant and relevant. With integration with HR providers, we can facilitate vacancy approval workflows, ensuring approval compliance.

Analytics

School Recruiter is proud to provide the most enhanced reporting/analytic dashboard on the market. Using Power BI, we provide you with real time data and insights to enable our clients to optimise their recruitment continuously. Reporting can be viewed on both macro and micro levels, looking at individual school reports as well as trust wide. We satisfy all typical reporting needs such as time and cost per hire, detailed source tracking showing performance of advertising channels as well as geographical sourcing showing where in the UK and world (if utilising international platforms) your candidates are viewing and applying from. We also provide robust Equal Opportunities reporting, enabling trusts to visualise trends in the demographics they are attracting and hiring and helping them to adapt strategies if different demographics are desired. Reporting is also provided on reference collection process as well as advertising metrics showing data such as best days of the

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week to advertise as well as trends of candidate views and application across the year to enable you to time your campaigns with more accuracy.

All reports are customisable and more data can be shared upon request. Each can be exported into excel or as CSV files for further analysis and your dedicated customer success manager will also present you reports and insight on a termly basis for review and improvement.

Onboarding

Eteach is experienced in onboarding large trusts. Our proven onboarding programme enables a partnership approach from day one. We will work with the trust to deliver a customised onboarding plan, focusing on delivery key milestones.

Working closely with you, we will fully support the initial account set up: This approach enables us to gain engagement and buy in from users at an early stage.

Our onboarding promise:

- We will identify all users of the system and the user profiles they will require within the Client Portal.
- We will build your customised trust and school career sites.
- We will configure integrations.
- We will add your trust job templates.
- We will build your trust and school document libraries.
- We will add your social channels for easy job sharing.
- We will deliver user training, this training can be done in groups, individually, via Teams or face to face.
- We will ignite our “welcome” media campaign, including talent pool promotion.
- We will conduct a weekly review with daily check ins.

Example onboarding plan

Eteach ATS high level Implementation timeline

Client name: Oasis Community Learning

Project Lead - Eteach : Mandy Jarvis - Customer Service Director

Project Lead - OCL :

TASK	ASSIGNED TO	7th Oct 24	14th Oct 24	21st Oct 24	28th Oct 24	4th Nov 24	11th Nov 24	18th Nov 24	25th Nov 24	2nd Dec 24	9th Dec 24	16th Dec 24	23rd Dec 24	30th Dec 24	6th Jan 25	13th Jan 25
		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15
Establish project steering committee	All															
Appoint project managers	All															
Initiate project	All															
Agree key milestones	All															
Introduction workshop to key users	Eteach															
Client data gathering	Client															
User setup and initial configuration	Eteach															
User training	All															
System set up	All															
Follow up training	Eteach															
System handover	All															
Go Live	All															
Post Go live support (Weekly Reviews)	All															

Offboarding

As per our terms and conditions, if customers provide the appropriate notice period to non renewal, your account manager will support in all activities involved in closing your account with School

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Recruiter ATS. There are no hidden fee's to this and we can arrange for a data extract to be generated if required.

Customer Support and Success

System and User Support

Our service and support is second to none in the sector, with a consistent 98% annual renewal rate across our customer base. You will work closely with your dedicated Account Manager, who will deliver a bespoke onboarding plan and training across your trust and remain available to support you Monday to Friday 8:30 – 5:30. Out of hours support is made up of extensive knowledge base, built in help-desk and chatbot support. Ongoing, refresher and new feature training is available for the duration of the contract at no extra cost.

Account/Project Management

Customers are allocated a named Account Manager, from a team of highly experienced customer support individuals.

Your account manager will conduct formal Termly reviews with key stakeholders ensuring that the product is meeting expectations, collating feedback and ensuring that you are maximising all the features the product has to offer.

As part of our day-to-day support, we will quality check all adverts posted and offer any relevant advice, ensuring adverts present the school in the best way. Your account manager will use their experience to guide you through the recruitment journey, offering advice and support to help you to attract top talent.

We also have staff dedicated to responding to candidate queries relating to your roles, and chatbots for out-of-hours candidate queries.

Service Level Agreement

We deliver a 99.9% uptime on average over a rolling 12-month period. We will supply a documented SLA relating to service availability and Customer Support resolution times. Any critical incidents will be responded to immediately and escalated to both MD and IT Director. We are currently upgrading our sign on security to single sign on.

The integrity and availability of our SaaS solutions are key to our commitment to quality and customer satisfaction as demonstrated by our industry leading 98% customer annual renewal rate. We follow industry best practice when we develop our software, using the latest technology, rigorous testing routines for all developments, privacy-by-design and hosting in secure ISO27001 certified UK-based datacentres backed up by strict uptime SLAs. Our systems are backed up daily, weekly and monthly. The Client Portal is fully GDPR compliant. We maintain logs of system activities and any changes for auditing purposes.

Below is a summary of our issue resolution SLAs applicable to School Recruiter partners.

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Eteach UKSLA			
Nature of Issue	Time to Acknowledge	Target Time to Resolve	Escalation Route
Enquiry	2 Business Days	7 Business Days	Customer Success Manager
Trivial	1 Business Day	5 Business Days	Customer Success Manager
Medium	1 Business Day	3 Business Days	Customer Service Director
Critical	2 Hours (During Core Business hours)	1 Business Day	Managing Director

Associated Benefits

School Recruiter will aim to deliver the following benefits based on proven track record with over 5,000 schools using this platform as their chosen ATS:

Time to hire

School Recruiter is designed to alleviate administrative burden through semi-automated and automated workflows and tasks. On average, schools can take up to 44 days to find, process and hire their chosen candidate. School Recruiter significantly reduces this. Instant notifications to hiring team members when candidates apply means the shortlisting process can begin immediately. Digital online reference collection with automated chasing means no more time spent calling or chasing those referees by email. The ability to grow and nurture your talent pools, combined with automatic talent matching means schools are instantly connected to the talent they already have at their disposal, and can invite them to apply, without having to wait 6 weeks for an advert to close. Our job posting process takes minutes and templates can be pre-saved and duplicated for future use.

Cost to hire

Having worked with schools for over 20 years, we at School Recruiter know how important this metric is. Our ATS reduces average cost-per-hire, ensuring schools engage the right audiences for

their roles. We do this through a combination of strong employer branding as well as empowering schools to make budget friendly advertising decisions using our broadcasting network. Our multi-layered career sites provide your schools with the shop window to communicate the culture, personality and values. This focused destination for messaging ensures your values resonate with candidates, leading to greater chance of successful hire first time round. Our unique broadcasting network is designed to provide schools with cost effective options to promote their vacancies. We have worked hard to develop relationships with both paid and free online sources so you can benefit from spreading that net as far as possible to find the right candidates. Eteach advertising, known for its cost effectiveness compared to other job platforms is also available at an exclusively low rate for ATS customers.

Diversity of applicants

Hiring a diverse workforce can be challenging, especially in difficult recruitment climates. Many of the features already described here support diverse hiring. Our equal opportunities reporting tool helps to identify the trends in your hiring and inform decisions to alter your career site messaging or job adverts to appeal to specific demographics. Your broadcasting network can also be utilised to

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hire more diversely, with local, national and international teacher specific channels to take advantage of and hire from different cultures. Additional questions can also be added to your customisable online application form that could shed light on candidates with certain skills or backgrounds.

Administrative efficiencies

To deliver benefits to administrative efficiencies, School Recruiter creates a centralised management system that provides every tool necessary during the recruitment process. All communications can be prebuilt within the system to save significant time and human resource. Job descriptions/adverts can be templated ahead of time to create efficiencies when posting adverts. Any attachments requested from candidates are auto-stored in a useful file storage for each candidate profile. Ineligible candidates based on right-to-work in the UK are automatically disqualified from your recruitment process providing your team with only viable candidates to consider. Integrations with leading HR platforms lead to seamless exporting of candidate application packs to create employee records, removing double data entry. Finally, your Customer Success Team are on hand to support with efficiencies across processes such as job posting, checking and shortlisting services.

Safer Recruitment

School Recruiter ATS has built in compliance features and tools that enable schools to comply with KCSIE guidance with confidence. Safeguarding statements can be customised and added to every role/career sites, gaps in employment are automatically identified and prevent application without explanation, references are mandatory as part of the application process and collection/chasing can be triggered automatically. Integrations with leading pre-employment check providers reduce the need for duplicated data entry and checks can be collected at multiple stages of your process. This increases the speed at which checks can be obtained as well as providing flexibility to do this across various stages of the recruitment process. High Confidence ID checks are used to guarantee that the check you are doing are on the right person. Updates are given to hiring teams when checks are received ensuring you are always staying on top of compliance during your process.

Disaster Recovery and Business Continuity

Eteach maintains a comprehensive Disaster Recovery Plan (DRP) to ensure service continuity for all customers. Our infrastructure is hosted across geographically separated UK datacentres, enabling rapid failover in the event of a major incident.

Recovery Objectives

Service	Recovery Time Objective (RTO)	Recovery Point Objective (RPO)
Web platforms and applications	Within 3 hours	Within 24 hours
Email and communications	Within 1 hour	Within 24 hours
CRM and core business systems	Within 1 hour	Within 24 hours

Resilience Measures

- Primary hosting at Tier 3+ UK datacentres with secondary failover site
- Automated daily backups with off-site replication
- Redundant infrastructure to eliminate single points of failure
- Microsoft-hosted email and CRM services with native resilience

Governance and Testing

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Our Business Continuity Management Forum reviews the DRP at least every six months. Full disaster recovery testing is conducted annually, with additional tabletop exercises mid-year. Plans are formally revised following each test to incorporate lessons learned.

Incident Communication

In the event of a service-affecting incident, customers are notified promptly with expected restoration timescales and regular updates until resolution.

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