



Tips for a Successful Job Fair and Factors That Can Make a Difference

The ACSI international school virtual job fair is an excellent and efficient way to reach quality job candidates to join your international school teams. The ACSI team will be working in the background to set up the fair and to market it far and wide, however, you will need to do your part to have the best chance for success. The following tips will help you get there.

Pre-Fair

- Get ready early. Your school profile information should be submitted to the fair at least two weeks prior to the fair dates. The Job Seeker scheduling window opens two weeks before the job fair, so it's important to have your profile and schedules uploaded and ready for viewing before this. Posting early assures that your school will have maximum exposure to job seekers.
- Post an engaging profile. Schools that supplied engaging descriptions and interesting links and videos in their fair profile tend to do better than those that had "flat" text. Your profile should reflect the culture and personality of your school!
- Promote the job fair with us. Schools and orgs that promoted the job fair in their own networks, social media and on their own webpage did well at the fair. Consider pushing out the fair event to your alumni, former staff, supporters, and friends to ask them to pass it on as well.
- Set up realistic interview times. It is not necessary for recruiters to be available for the entire virtual job fair. Job Seekers that are interested in speaking with you will sign up in your available time slots. For example, some schools in Europe limit their availability to 7am to noon EST and had full schedules. Schools in Asia may wish to concentrate on the last half of each fair day.
- Set breaks for yourself. You might consider taking a break during the times when North American job seekers are leaving their workplace or having supper.
- Limit your number of recruiters to one or two. It is up to each school and org, but we discovered that one or two recruiters for each school and org was sufficient. Of course, your recruiters can tag-team throughout the day.
- Schedule 30-minute interview slots. Recruiters love talking with potential recruits, so give yourself plenty of time to have a meaningful initial conversation. Be sure to leave yourself gaps for personal breaks between interview slots.
- Pray. Call on your school community to pray in the days leading up to the fair and then of course, on the fair days that God would bring the right people to your booth.

Day of the Fair

- Hit refresh often. It is important that recruiters hit refresh on their CareerFair+ landing page throughout the day so they don't miss any last-minute interview registrations.
- Don't be discouraged. Job candidates tend to sign up at the last minute, some registered the day before the fair and even more registered on the days of the fair. Do not be discouraged that you don't have any interview slots filled before the fair opens, they will come.

- Have realistic expectations. The world of international teacher recruitment is very competitive especially now, and there are some challenges to recruiting out of North America. You may have only 1 or 2 candidates sign up or you could have a lot more (see other factors below). No matter the level of traffic at your booth, we have learned that virtual job fairs tend to bring in higher quality candidates overall than some of our in-person fairs.

Post-Fair

- Follow-up with Job Seekers with hiring potential.
- Send feedback to ACSI team through the recruiter survey you will receive a few days after the fair. Feedback is critical as we are learning how to make these fairs as helpful as possible.

Other factors that can make a difference:

1. *A school's name recognition and social media presence.* This takes time and dedication, but your school's or org's activity on platforms like Instagram, Facebook, Twitter, and LinkedIn is part of growing your reputation. Have you considered producing a regular podcast featuring stories from your school? How good are you at telling your story in a variety of ways? These things do not have to cost you a lot of money to get started – but get started you must if you are looking to grow your brand.
2. *Attractive and informative webpages.* Schools with an engaging homepage will draw candidates in. Do visitors want to stay longer and learn more when they click on your school's landing page? Today, many schools feature an auto-running video (no sound) on their landing pages – check some of your sister-schools to see what they are doing (we can recommend a few to you). A school's webpage is its public face – what is your face saying to job seekers?
3. *A school's location may help, and it may not.* Let's face it, some school locations make it easier to recruit staff than others. For some of you, your location presents a challenge, but you know that already, and you know that you are recruiting a few special people to join your ministry. If your school is in this second category you need to be honest about who you are, who you are looking for, and then you need to highlight the calling, and the adventure that lies ahead in your city and country – appeal to that adventure seeker.
4. *The school's benefit package will help candidates learn about you quickly.* Christian international schools offer a wide variety of packages from missionary support to full salary with benefits. God has called each school into existence and he will supply the need for each of his ministries. Beyond things like salary, PD opportunities, and travel be sure to highlight the benefits of life and ministry in your city, neighborhood, and country and the exciting opportunities that new recruits will experience. Be sure to also highlight the difference that new hires can and will make in the lives of your students by listing out some of the interesting demographics of your student and family community.
5. A final word about the factors that seem to drive activity. We have observed a few schools that had great social media, an attractive website, are in an interesting and safe location, and a decent benefit package and yet did not have much traffic at their virtual booth. It is hard for us to identify why they did not do as well as others at the fair, maybe it was simply timing, and the right candidates hadn't shown up. Do not give up if this happens to you, the more you engage in this process the better you will do.