



Job-Seeking Teachers

A study on the demographic and search trends of K-12 teachers looking for work in independent schools.

by Searchality

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Our Methodology

01

Using online marketing tools and publicly available data, the team at Searchality analyzed the demographic data of K-12 teachers and the search terms they use to find job vacancies in independent schools.



Our process

The insights in this custom study are based on publicly available data. The report covers the following:

- **SEO research** using keyword research tools.
- **Audience research** using online demographic data tool.
- **Analysis and optimizations** powered by AI.

The report is compiled and analyzed by the Searchality marketing team. We have over 10 years of experience and specialize in K-12 independent schools outreach strategies.

Who are they?

02

Understand your candidates and community. Here is a portrait of the core audience as represented by the following fictional person.

Meet Emily Johnson



Demographic

Age: 38

Occupation: High School English Teacher

Background

Emily Johnson is a passionate and experienced high school English teacher with 12 years of teaching experience. She holds a master's degree in Education and is dedicated to creating an engaging and inclusive learning environment for her students. Emily is always seeking ways to improve her teaching practices and stay up-to-date with the latest educational trends and advancements.

Meet Emily Johnson

Interests and Hobbies

Interested in education policy, pedagogy, and professional development. She regularly attends conferences and workshops to expand her knowledge and incorporate innovative teaching strategies in her classroom.

Emily is tech-savvy and embraces educational technology to enhance student learning. She actively explores digital tools, platforms, and resources that can facilitate personalized learning experiences and foster collaboration among her students.

As a lifelong learner, Emily has a broad range of interests beyond her subject area. She enjoys exploring topics such as science, literature, art, and current affairs. She appreciates thought-provoking discussions and inspirational talks. Emily regularly engages with educational podcasts during her commute, finding inspiration in the stories and experiences shared by educators and experts.



Meet Emily Johnson



Community and School Involvement

Emily actively participates in her school community and serves as a mentor to new teachers. She is a member of professional organizations such as ASCD and NAIS, attending their conferences and contributing to online discussions. Emily values collaboration and often engages in discussions with her colleagues to share best practices and implement innovative approaches to education.

Outside of work, Emily enjoys volunteering at local educational events and workshops. She is passionate about advocating for quality education and is involved in initiatives focused on educational equity and inclusivity. Emily actively supports organizations like Girls Who Code, participating in their events and promoting opportunities for young girls in STEM fields.

Meet Emily Johnson



Personality Traits

Emily is known for her enthusiasm, dedication, and continuous quest for knowledge. She is a lifelong learner who thrives on personal and professional growth. Emily is open-minded, creative, and embraces change. She enjoys experimenting with new teaching strategies and technologies to engage her students and make learning exciting. She is a compassionate and supportive teacher who nurtures a positive and inclusive classroom environment.

Goals and Aspirations

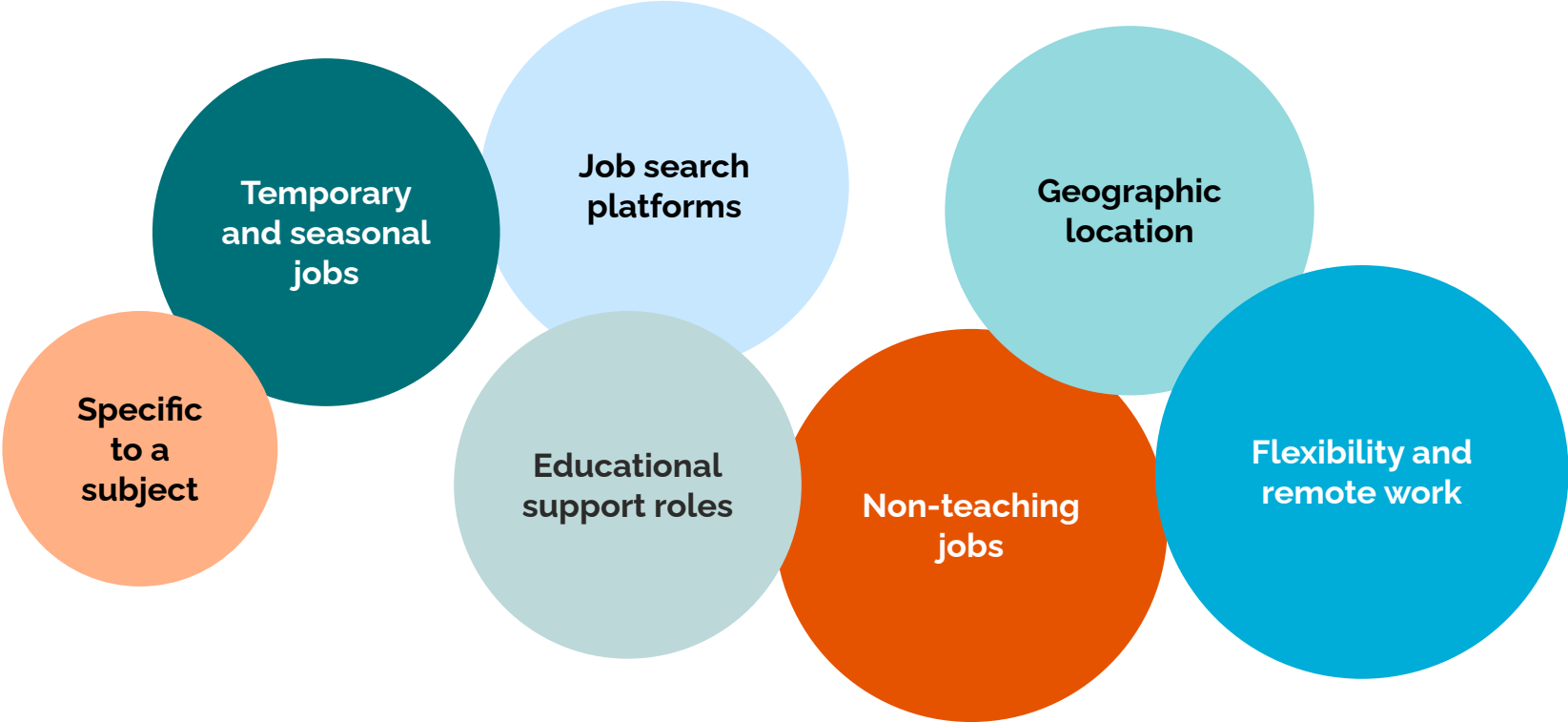
Emily's primary goal is to empower her students with the skills and knowledge they need to succeed in life. She aims to create a dynamic and student-centered learning environment that fosters critical thinking, creativity, and a love for learning. Emily aspires to become a curriculum leader in her school and hopes to contribute to educational policy discussions at a broader level.

SEO Keyword Research

04

The following is a study of the online trends for K-12 teachers seeking jobs in independent schools.

SEO Trends



SEO Trends

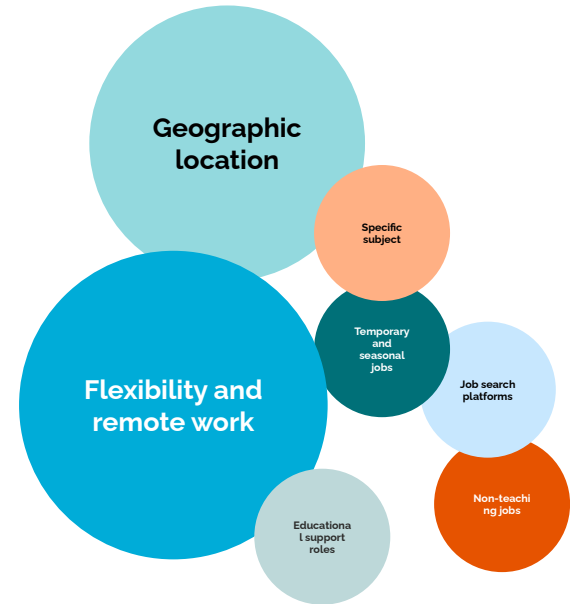
Geographic location

Teachers are interested in finding job opportunities near their current location, as indicated by search terms such as "jobs hiring near me," "near me job," and "jobs on indeed near me." This suggests a desire for convenience and a preference for local employment.

Flexibility and remote work

Teachers are actively searching for part-time, remote, and work-from-home job opportunities. Terms like "part-time jobs near me," "remote jobs near me," "work from home jobs," and "online teaching jobs" indicate a growing interest in alternative work arrangements and the flexibility to balance personal and professional responsibilities.

Trends highlights



SEO Trends

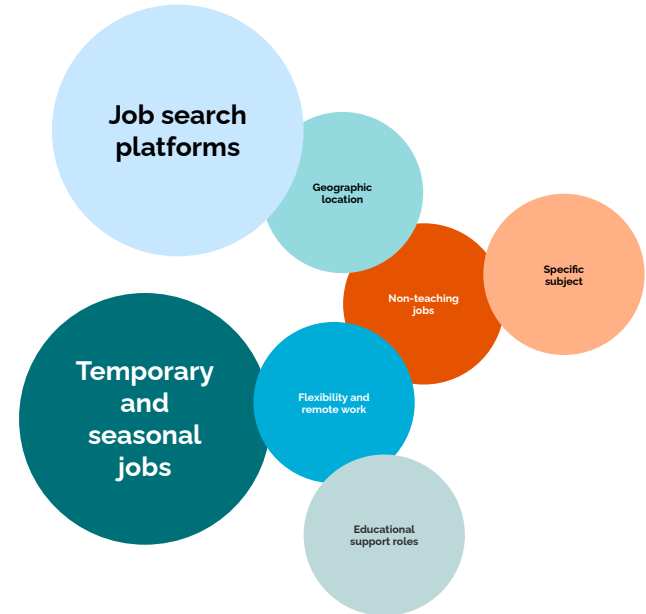
Job search platforms

Teachers are utilizing online job search platforms like Indeed and Google Jobs to find teaching positions. This highlights the importance of digital resources and the shift towards online job hunting.

Part-time and seasonal employment

Some teachers are searching for part-time and seasonal jobs, likely to supplement their income or make use of their skills during school breaks. Terms such as "part-time jobs near me," "summer jobs near me," and "seasonal jobs" indicate a need for flexible or temporary employment options.

Trends highlights



SEO Trends

Non-teaching job options

Some teachers are exploring alternative career paths. Search terms like "career counselor near me," and "career change at 40" suggest an interest in career shifts, and opportunities beyond the classroom.

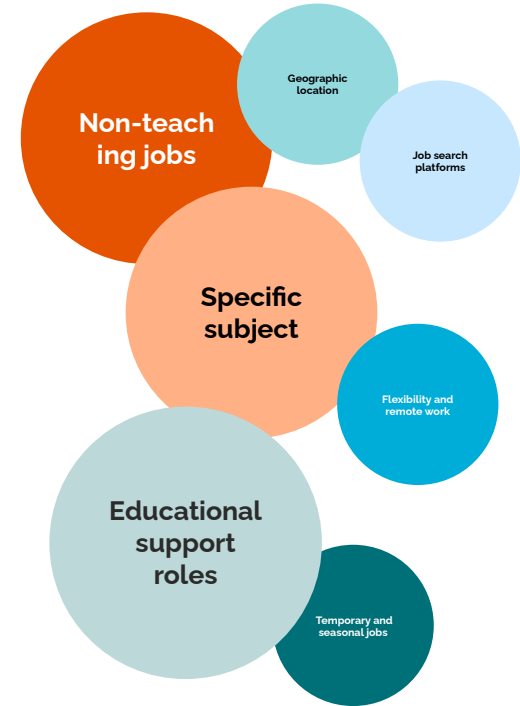
Specific subject areas

Teachers are searching for teaching positions by subject areas, such as math, music or ESL "jobs near me." This indicates specialized interests and expertise in specific subjects or disciplines.

Educational support roles

Teachers are also interested in roles that support teaching, such as teaching assistant jobs. This suggests a willingness to work collaboratively.

Trends highlights



Recommendations 05

An overview of outreach recommendations to attract this demographic.

Clear and comprehensive

Ensure that the association's website has a dedicated section for job postings that is easy to navigate. Include detailed job descriptions, requirements, and application instructions.

User-friendly interface

Create a user-friendly website interface that is intuitive and visually appealing. Ensure that the website is mobile-friendly, as many teachers use smartphones or tablets for their job search. Implement a search function that allows teachers to easily find relevant job postings.

Filtering and categorization

Make sure your job board has integrated filtering to help teachers search for that perfect vacancy!

Based on our research we recommend filtering by:

- Geographic location
- Part or full time
- Short or long-term
- Subject and expertise

Online outreach

Showcase success stories

Highlight success stories of teachers who have found rewarding positions through the association's website. This can serve as inspiration and demonstrate the effectiveness of the platform in connecting teachers with employment opportunities.

Engage through social media

Utilize social media platforms to promote job postings and engage with teachers seeking jobs. Share relevant content, educational resources, and success stories on social media channels to attract and retain teachers' interest in the association's website.

Email alerts and notifications

Provide an option for teachers to sign up for email alerts or notifications about new job openings. This keeps them informed about the latest opportunities and increases their engagement with the association's website.

Blog articles

Identify keywords and SEO topics relevant to your association or school. Then create blog articles covering those topics of interest. Make sure to include search terms and keywords, but don't over do it! Some topics we recommend are:

- Finding summer job and temporary employment for teachers
- Career changes
- Flexibility and remote work

Collaboration with members

Work closely with member schools to ensure that they are aware of the benefits of posting job openings on the association's website. Encourage member schools to regularly update their job postings and direct teachers to the association's website for information about available positions.

Seek feedback, then improve

Regularly collect feedback from teachers and job seekers to identify areas for improvement on the website. Assess the user experience, navigation, and ease of application process. Implement changes based on the feedback received to enhance the website's effectiveness in attracting and assisting teachers seeking jobs.

Next Steps

Is it time for a hiring platform?

You can integrate a hiring platform directly onto your website.

- It's free for school associations.
- Automatically syncs new listings from member schools.
- Integrates custom filters.

If you are interested in more information, reach out to Eric at ericvenezia@searchality.com

