



Media Pack

The TEFL Academy





*Unlock their potential!*

# Attract & recruit TEFL teachers with ease

Promote your jobs on **theteflacademy.com**  
We're the leading provider of accredited 168hr TEFL courses.



## The best site for recruiting TEFL teachers

The TEFL Academy has vast experience in training thousands of people to teach English as a foreign language. Our graduates are fully equipped to teach children and adults across the globe.

We understand the importance of training others as well as experiencing and seeing the world. We've helped TEFL graduates find the best teaching positions around the world and our website provides a wealth of teaching and travel information and an active jobs board to help our graduates find their ideal teaching job.

### Why choose The TEFL Academy?

- Your job showcased to thousands of TEFL graduates on our jobs board
- Featured job posts with your branding
- Broader audience reach for your jobs through promotion on social media and our job seeker newsletter database

Since launching our jobs board back in 2015, we've helped thousands of employers successfully find high calibre qualified teachers for their roles – why not join them?

Email us at [newjobs@theteflacademy.com](mailto:newjobs@theteflacademy.com) to discuss your requirements and get started.

### Select the Media Pack that best suits your needs

We have four packs to choose from, focusing on your specific requirements. Read below for an overview of each pack and find out more in the following pages.

#### The Posting Pack

1

Start posting jobs FREE with additional options to have a job featured or have unlimited posts.

#### The Social Pack

2

Includes the Posting Pack, with the addition of social media posts, features & 3 - 12 month options.

#### The Flyer Pack

3

Message for more details – this is a bespoke service that we can offer when posting to our TEFL graduates.

#### The Newsletter Pack

4

With a database of over 100,000 graduates, we can offer advertising space in our emails.

[Find out more >>](#)

# The Posting Pack

## Why choose the Posting Pack?

At the TEFL Academy we get some of the highest levels of traffic for our TEFL jobs board. If you look at all native speaking countries we are always in the top 10 for keywords "TEFL Jobs" usually in the top three.

We are also one of the largest TEFL course providers in the world with over 1000+ new TEFL qualified teachers per month all looking for job opportunities abroad.

With the new changes to our board we have made it difficult for entry. Giving you more high quality applicants and allowing us to provide the best service for our students.



### FREE

Starting with what is FREE moving forward our no payment package will only allow someone to post ONE job role a month via email address and/or business name. They will also be allowed to use an image at a size of 315px x 135px.


### €150 / Monthly

In addition to the above a €150 subscription will make your ONE job post featured with the continuing bumping your post back up to the top through your application.

### €250 / Monthly

In addition to the above a €250 pack will allow you three jobs posts for ONE email address / business. If you need to apply further emails or businesses you will need to speak to the team at an additional cost.

**Featured Job**



Posted Date 7 February 2020

### CHINA > NANJING : GIRAFFE ENGLISH – NANJING: HIGH SALARY AND BENEFITS PACKAGE + LESS WORKING HOURS.

Giraffe English China, an established and professional school with over 20 branches and 30 available openings. We offer high salary package benefits with less working hours.

Share 72

Twitter 0

Email 17

[More Info](#)
[Apply Now](#)



# Are you a TEFL job recruiter?

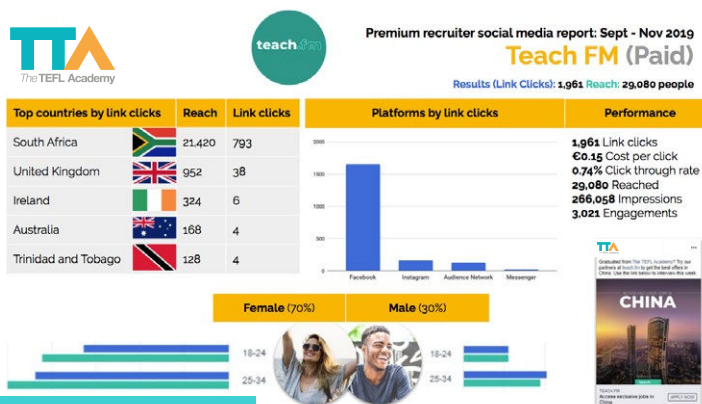
Get seen by thousands of qualified TEFL graduates

	Free	Basic	Professional
Job posts	✓	✓	✓
1 monthly post by email address/company name	✓	✓	✓
Upload logo/image	✓	✓	✓
Featured job posts	✗	✓	✓
Three monthly posts by email address/company name	✗	✗	✓
Activation period	N/A	1 month	1 month
Price	Free	€150	€250

We rank in the top 5 for "TEFL Jobs" in all major English speaking countries. We have over 50,000 page views of the jobs board every month.

We provide thousands of our own alumni every month opportunities to visit our jobs board who have completed or near completed their course. Your ads will be seen by only the best English teaching candidates.

Become a premium partner today and be discovered by a world of TEFL Teachers.



250,000+ social reach a week

4+ years of social ad work identifying core TEFL audiences

High quality traffic to job board ads

# The Social Pack

## Why choose the Social Pack?

We are the best at what we do because of the team around us. One of the reasons for our huge growth in our industry is our social presence and in particular social advertising.

We will be leveraging our in house data and core audiences, targeting recognised completers over the last few months giving you a competitive edge in applications and more importantly the very best chance of filling those jobs roles. With complete transparency with our custom build reports.



### €1500 / for 3 months

Including everything in the posting pack. The additional social pack includes. ONE organic “branded” post on our social accounts for a month (three in total with this package).

Targeted social ads using our core demographic and in house targeting data – total spend for this will be €300 for this package. You’ll also receive a social report at the end of the 3 month campaign showing where your spend went to and how much engagement/traffic was provided.

Lastly you will be given first response priority and a personal account manager details for any enquiries.

### €3500 / for 6 months

Similar to the 3 month package, you receive everything in the posting pack. You again get ONE organic “branded” post on our social accounts for a month (six in total with this package). Targeted social ads using our core demographic and in house targeting data – total spend for this pack will be €1000 for this package.

You’ll also receive a social report mid and end of the 6 month campaign showing where your spend went to and how much engagement/traffic was provided. Lastly you will be given first response priority and a personal account manager details for any enquiries.

### €7000 / for 12 months

Similar to the packages above you receive everything in the posting pack. You again get ONE organic “branded” post on our social accounts for a month (12 in total with this package). Targeted social ads using our core demographic and in house targeting data – total spend for this pack will be €2400 for this package.

You’ll also receive a social report every 2 months of the campaign showing where your spend went to and how much engagement/traffic was provided. Lastly you will be given first response priority and a personal account manager details for any enquiries.

# Are you a TEFL job recruiter?

## The Social Media Package

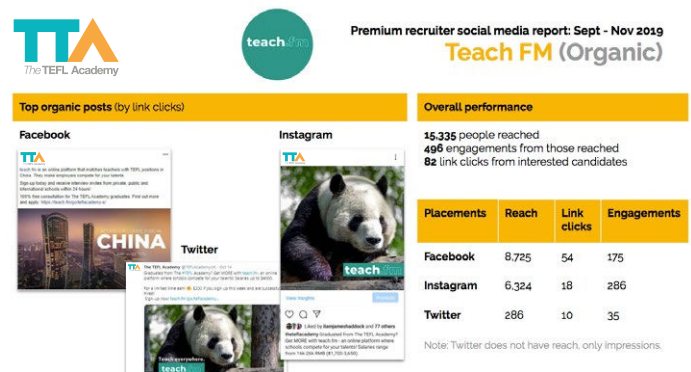
	3 months	6 months	12 months
Organic social posting x1 per month	✓	✓	✓
Targeted social ads Total Spend € targeting TEFL qualified teachers using our business insights database	€300	€1000	€2400
Social reporting	1 *	2 **	4 ***
First response job ad changes	✓	✓	✓
Personal account manager	✓	✓	✓
Includes job board package	✓	✓	✓
Activation period	1 month	2 weeks	1 week
Price	€1500	€3500	€7000

\*end of campaign \*\*mid & end of campaign \*\*\*every month

Reaching over a quarter of a million people every week and engaging thousands of passionate and qualified English Teachers, The TEFL Academy's social media channels are uniquely placed to help you find the perfect candidate for your teaching role.

Our database of thousands of our own alumni and our expertise in social media advertising means your job will be seen by only the best English teaching candidates.

Become a premium partner today and be discovered by a world of TEFL Teachers.



250,000+ social reach a week

4+ years of social ad work identifying core TEFL audiences

High quality traffic to job board ads

# The Flyer Pack and Newsletter Pack

## Why choose the Flyer Pack?

A completely unique opportunity targeting students on a celebratory wave on completing their course. Give yourself the best possible access to Level 5 completed candidates.

More details on request. To summarise we have 1000+ TEFL completers each month who we distribute out their certificates. We are giving one or two fortunate recruiting partners the opportunity to add a leaflet within the package giving a unique marketing angle to new completers. Pricing on request.



## Why choose the Newsletter Pack?

Data is king and by giving a quick simple online opportunity to target our students a bespoke package might be the answer to filling roles quickly. More details on request.

With a database of 100,000+ students, we will be offering bespoke ad space on emails. An area we are now optimizing again to give our recruiters their best candidates but also providing more value to our trusted students.

We offer both full feature newsletters and alternatively part featured emails where you are mentioned with other marketing messages. Pricing on request.

