



We are looking
for brilliant
PE teachers.

Welcome

Thank you for showing an interest in a career with [The EverLearner Ltd](#). We understand that applying for a new job is daunting, particularly for a teacher and especially if you are considering a move outside of the realms of a "traditional" teaching role.

The purpose of this document is to tell you a little bit about us, in the hope that you identify with our philosophy, values and vision. If you do, we hope that you will return the favour and tell us a little bit about you.

This is not a traditional advert for a teacher. We have no preconceptions about who you might be or what specific skills you have.

We are interested to hear from expert PE teachers and we will try to build a team around you and your skills. You will notice that there are two positions available. Both roles are currently PE teacher roles but we would like you to be aware of our intent to expand the PE teacher team in the coming months beyond this process which will give rise to management opportunities within the business.

We hope you find the following pages informative and, if there is anything else you need to ask, please do not hesitate to contact us.

The EverLearner Team

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Who do we seek?

The EverLearner Ltd seeks to appoint at least **two full-time PE Teachers** for January 2024 start in order to accelerate our mission to radically improve the PE theory performance of all students and transform the PE teaching sector into the best-trained and highest-performing classroom teaching network in the world.

The ideal candidates will be able to show:

- Excellent subject knowledge
- Excellent PE curriculum knowledge
- Good command of the English language
- Ability to communicate effectively both verbally and in writing
- An eye for detail
- High expectations regarding the quality of what they produce
- Commitment to make The EverLearner an industry leader and make physical education a subject of excellence

What is the role of the PE Teacher at The EverLearner?

The PE Teacher roles are full-time positions, although part-time will be considered for the right applicants. Along with the development of courses and publishing of wider PE content, we are looking for our PE Teachers to be involved in the development of The EverLearner Ltd as a business and movement too.

Part of the role will be to provide support to users of the site and be a point of contact for students and teachers using our courses. You will also be contributing to the marketing, publicity and promotion of our courses and the platform as a whole.

You may become an industry-leading figure in the subject of PE and will be seen as an authority figure on all things relating to physical education. You will also contribute to the wider educational conversation.

These are full-time positions but we will consider part-time applicants in the right circumstances. Furthermore, we are aware that the best candidates might not live nearby. For this reason, we anticipate our new colleagues will be working remotely, at home, for a majority of the time but we also have our central offices if you wish to work with us in person.

The EverLearner recognises the need to be a competitively placed employer in order to attract the best teachers available. Our financial offer to the successful applicants will be competitive based on skills and experience. We have flexibility to offer a salary of £35,000 to £55,000 per annum based on experience and skills for the right candidates.

Core role You will be asked to...	Description You will be able to...	Skills You have the capacity to...
Create, manage and grow courses on TheEverLearner.com.	<p>Demonstrate excellent knowledge of relevant curricula.</p> <p>Create quiz and prose-based questions and mark schemes in order to publish core learning experiences on the platform.</p> <p>Monitor all course structures and add or edit content where required.</p> <p>Broaden the course offer to incorporate new courses and business opportunities, including internationally.</p> <p>Work as part of a team.</p> <p>Take a leading role on new initiatives within PE.</p>	<p>Use the English language and one's subject knowledge precisely and accurately in order to write high-quality quiz and prose-based questions, answers, feedback and mark schemes including the accurate and precise use of the English language.</p> <p>Meet milestones for resource production.</p> <p>Communicate effectively with colleagues.</p>
Manage and grow TheEverLearner.com learning platform.	<p>Maintain subject-related pages, posts, blogs and news articles.</p> <p>Monitor published material and intervene where required.</p> <p>Grow the range of relevant student and teacher resources in line with the company's strategic objectives.</p> <p>Gather research and feedback from users and make recommendations for improvements of the platform in relation to PE learning.</p> <p>Identify and negotiate platform improvements with the Business Manager (Service) and make recommendations to the Directors for the strategic development of the platform in association with other team members.</p> <p>Contribute to the strategic planning of the platform for PE.</p>	<p>Capacity to support teachers in schools and respond to and solve problems relating to the typical pain points for teachers.</p> <p>Think strategically and act on that vision.</p> <p>Use Google Analytics.</p> <p>Use HubSpot.com for analytical purposes.</p> <p>Edit and replace published content.</p>

Guide all users of TheEverLearner.com with the highest standard of in-person support.

Work with existing systems and develop new systems for supporting all users of TheEverLearner.com.

Demonstrate outstanding customer support skills.

Communicate inspirationally via email, telephone, video call and in person to all types of users.

Use client contact information in a fair and legal way in relation to the GDPR regulations.

Explain all of The EverLearner products and services to the highest standard and the reasons for them.

Provide outstanding customer support on all products and services associated with TheEverLearner.com.

Demonstrate knowledge of the varying aspects of TheEverLearner.com website and other online platforms.

Solve technical and non-technical user support issues in combination with relevant team members.

Market and publicise all services offered by TheEverLearner.com.

Generate and manage marketing drives via a range of methods, including direct marketing and social media in the fullest sense.

Develop knowledge of online marketing solutions.

Meet and exceed deadlines and targets related to content, curriculum, renewals and customer generation.

Develop knowledge of sales and marketing that is specifically relevant to the subject sector.

Develop as a blogger, vlogger and writer and publish material that complements existing marketing campaigns.

Publish online content to a growing network within the educational blogging community.

Maximise the value of product demos and live shows for the growth of marketing campaigns and event-based marketing.

Use analytics data to inform decision-making on marketing campaigns.

Use analytics to review marketing campaigns and report back to the COO on campaign success.

Working personally with teachers and budget managers and giving them the information they need to make a purchase without them feeling they are being "sold to".

Co-host and co-write on the podcast and blog.

Use our CRM service (currently HubSpot.com).

Use YouTube for marketing purposes.

Be an industry leader in PE.

Be a central figure in the PE sector by developing a high-quality and responsible online persona.

Have vision to identify opportunities that may not be immediately apparent.

Develop strategic links in the sector with relevant partners including clients, online figures, awarding bodies, etc.

Think strategically and dovetail new projects with the core work of the business.

Develop excellent CPD resources for teachers.

Our philosophy

The EverLearner Ltd is a very successful SME but is also a movement as well as a business. We use the structures of a commercial organisation to challenge the dominant educational model and provide the resources, training and insight to enable teachers to make meaningful changes to their classrooms.

At the heart of our enterprise is TheEverLearner.com, a world-class learning platform which enables a transformative classroom to be implemented. With exam-board-specific tutorials across a huge array of qualification-PE courses, students can take lessons repeatedly, when they need to, from anywhere, and with all of the added benefits like being able to "stop the teacher" to make notes, rewind them and skip parts which are already well understood.

But this is not just about the convenience of online learning. Having the content delivery available at all times, everywhere means the dynamics of the classroom change. The teacher no longer needs to be the only funnel through which information is transmitted to groups of students in one go. Now the teacher becomes a facilitator of learning, someone who can challenge students who need to be challenged, and support those who need to be supported.

We learn from our growing network of teachers about what works and what does not and we discuss cutting-edge topics with experts on our podcast, as well as publishing highly relevant articles via our blog. Whilst we strive to learn and develop and seek out those colleagues and ideas that will challenge us, our philosophy and values remain rock solid.

Please note that we are currently finalising designs for the 2.0 version of TheEverLearner.com and we hope that this will excite you just as much as it excites us.



Working remotely

We are committed to finding the very best teachers. Therefore, we will support remote working. In fact, our business identifies itself as a “remote first” organisation. Our office is based in Farnborough, England, but all of our team work from home some or all of the time. Our website development team are based throughout Europe and we utilise a number of methods to make communication effective. Working remotely or having a flexible place of work has benefits but also some limitations. We enjoy working with people in the office when the opportunity arises, as we value face-to-face interactions but we understand that the best teachers are not necessarily going to live down the road from us! Therefore, we expect that most candidates will be working from home the majority of the time. The current team gets together at least once every four weeks and this time becomes a focal

point for more progressive meetings and also for social activities.

Can you really “leave” teaching?

Firstly, working for The EverLearner Ltd does not mean leaving teaching. You will remain working in education and providing outstanding opportunities to young people and teachers. Applying for any new job is daunting. However, as a teacher, choosing to leave a ‘normal’ teaching position is a very big step. Every member of our team has faced this decision when each of us joined and we hope that, collectively, we can guide you towards best practice and the potential pitfalls.

If you have concerns about whether leaving a traditional teaching role is the right decision for you, do reach out to us and we will talk honestly and openly to you about this.

Application process

For many people, the agonising wait to hear back, which sometimes never comes, is the worst part of applying for a job. We want to reassure potential colleagues that, if you apply for a position with The EverLearner Ltd, we will definitely be in touch and we will be happy to talk to you pre and post selection days to ensure that the experience is a positive one.

Our process is a rigorous one and it will challenge you. We make no apologies for this. Please, see this as a positive because the process will also allow you to be yourself and demonstrate your skills in the type of activities that you will be doing day-to-day at The EverLearner Ltd.

We want to be transparent about the entire process, so that you know what is happening at every stage. We really are looking for the best PE teachers. Unlike a traditional teaching post, we are not so interested in whether you have good classroom management skills or whether you offer a wide range of extra-curricular activities. Rather, we seek colleagues who are exceptional at making, reviewing and publishing resources as well as people who can communicate very effectively.

So, please, if you think we would be a good fit, read on, get in touch and send us an application.

The following process outline explains what will happen when you submit an application. We hope it highlights our intention to make the hiring process (and the experience thereafter) a positive and exciting one, whilst ensuring it is thorough and professional. Finally, if we invite you to join our team it is because we see brilliance in you. If you think this describes you, please get in touch.

Application

When we receive your application, it will be reviewed by your potential future colleagues, with whom you will be working closely if you are successful.

Amongst these will be James Simms, PE teacher, Director and CEO, Marta Soteras Munt, Director and CFO, and Elle Houghton, COO.

Evaluation

Your application will then be evaluated based on evidence that demonstrates you have the relevant skills for the job. We will also assess your writing and communication skills, along with your knowledge of The EverLearner Ltd as a company and a movement.

We recognise that nobody is perfect, so we are looking for people who excel in one or two areas. We will then aim to build a team around you which allows you and your skills to flourish and allows you to grow in other areas at the same time.

The selection

We run a three-part process:

1. Application submission - on or before the **13th of October 2023, 23:59**
2. First round assessment & shortlisting - online via Zoom between 17:00 and 18:00 on the **18th of October 2023**
3. Interview - in-person or online via Zoom on the **25th of October 2023**

The deadline for job offers being issued is the **27th of October 2023** and the start date for successful applicants is the **2nd of January 2024**

Making a decision

Once the process is finished, we will review everything we have seen, read, heard and talked about and make a decision as to whether we will be inviting anyone to join our team. If we decide no candidate is suitable, we will repeat the steps above in the coming weeks.

Reference checks

Reference checks will be carried out after the first round assessment and shortlisting. During the reference checks, we might also carry out some simple online searches including on social media. Because some references might be received after employment offers have been issued, The EverLearner reserves the right to withdraw offers in the case of unsatisfactory references being received.

Offer

Once references have been completed, we will formally offer successful candidates the opportunity to join our team.

First round assessment tasks

During stage 2, on the 18th of October, you will spend one hour with us online during which time you will complete three 20-minute tasks:

Task 1 - You will complete a 20-minute task which is aimed at measuring your use of English in written communication. This is a crucial task, as PE Teachers that work at The EverLearner Ltd write a great deal including learning materials, articles and communications. Therefore, linguistic accuracy and awareness is valuable to us. This task will be challenging and feedback will be available to you whether successful or not.

Task 2 - You will be asked to write an answer to an exam-like question in the area of skill acquisition and sport psychology for GCSE PE within 20-minutes. The question will be non-exam-board-specific and we would like to read your response to the question posed. This task is crucial for PE Teachers that work at The EverLearner Ltd because of the pure number and range of PE resources we write including exam questions, mark schemes and model answers. This task will also elicit your awareness of exam command terms as well as a range of assessment objective skills.

Task 3 - You will be asked to complete a short task related to the use of spreadsheets, creating and managing files and sharing documents. At The EverLearner, we use online systems for all our communication, quiz writing and business documentation so it's vital that you are able to navigate the online space with confidence. We understand that you may be unfamiliar with the specific environment we use but being able to problem solve is a vital skill that we are also looking for.

Apply now

If, after reading this, you think one of the PE Teacher positions would be right for you, please do apply using [this form](#). Applications are open until the 13th of October 2023, 23:59. We are happy to speak to you regarding your application at any time, so please do [get in touch](#) if you would like to speak with one of us prior to submission.

Core values

Achieve balance

All of the current team have families. We know that it is important to balance the fast pace and busy schedules associated with a growing enterprise with the demands of family. We ask our team members to work hard and, at times, go above and beyond the call of duty during work hours, but this is balanced with time to relax and recharge. We never, ever work outside of work hours and we will actively prevent a colleague from working too hard if necessary.

Work smart

We know that the person who works the longest does not always get the most done. We value productivity and understand that people achieve this in different ways. With that in mind, we build flexibility into the working day. Most of our team members work a slightly different structure to one another although the core of the working week is standardised. This also means being proactive about finding better ways of working and sharing them with the team. We use machines and automations to allow people to spend more time doing what they do best and value the most. The EverLearner Ltd is a well-honed, "smart" business with systems and procedures that work.

Create a happy workplace

We spend a lot of time with each other and we want to make the environment a happy and productive one. We value each other's contributions, recognise the relevant strengths and weaknesses we have and

try to complement these to achieve our overall aims. We continue to invest in the physical environment in which we work and also in the opportunities which we offer for professional growth.

Find great people

We believe in finding and working with great people. We do not want to know about gender, race, religion, age or any other marker of a person's identity in our application process. We just want to know whether you will make valuable contributions to our team. We care about interests, skills and experience and will try to find these great people at every stage of our journey.

Be transparent

We try to remove the ego from the equation. If a mistake is made, it is better to be transparent, fix it with the help of teammates and move on. Being open and transparent about what we are working on, how long it is expected to take and what we are finding difficult means we can support each other to achieve the best outcome. This openness extends to providing, receiving and learning from great feedback about our work.

Do important work

We want to feel like the hours we put in are worth something. We want to work on projects which have a meaningful impact on people and communities, not just profit. We see this as important work that needs to be done, so we are doing it.