

Where Have All the Teacher Job Ads Gone?

You told us. And we listened.

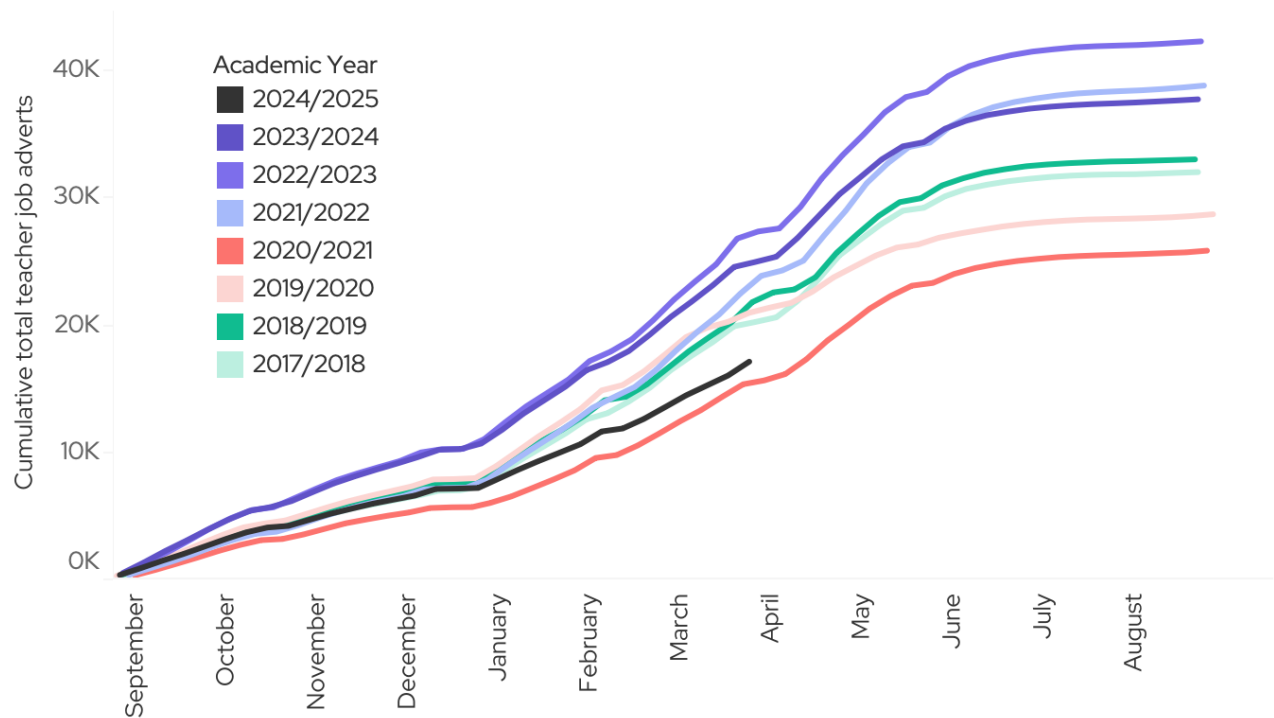
Every time you tap on a Teacher Tapp question, you're helping us build a clearer picture of what it's really like to work in schools. This week, we're excited to share what all those taps have added up to.

Our annual report on Teacher Recruitment and Retention, produced in partnership with SchoolDash and funded by the Gatsby Foundation, is out now. And once again, your insights are at the heart of it.

Here's what you told us this year...

■ ■ The job ads aren't flowing like they used to

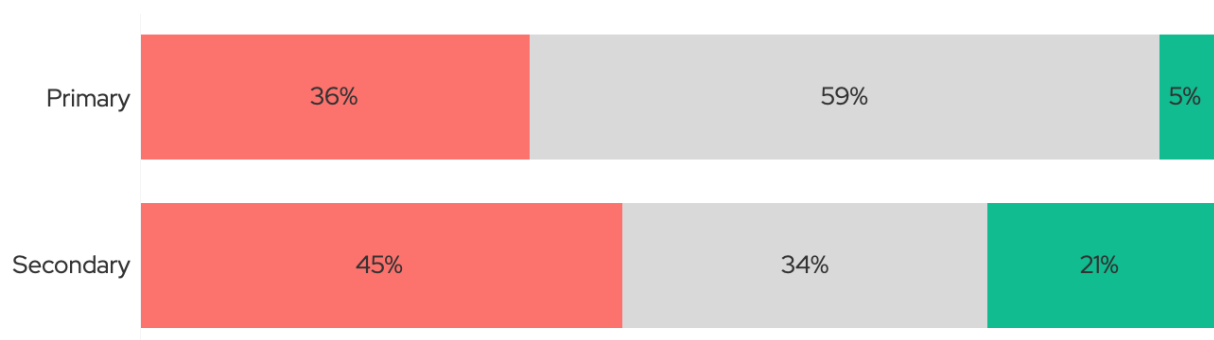
You might've noticed it in your own school: job ads just aren't popping up in the same way. And you're right. Job postings for secondary teachers are down by 31% compared to last year, and 22% lower than pre-pandemic levels when Easter also fell late. Recruitment was steady in autumn, but from January onwards... things got very quiet.



Why is recruitment slowing?

Your answers show it's not just one reason—it's a mix. Fewer of you are planning to move jobs this year (which makes sense after a few years of high churn). Meanwhile, school leaders are bracing for budget squeezes and pupil number drops, especially in places like London. Nearly half of secondary heads said they expect to shrink their teaching team by September.

Primary schools are feeling it too. Falling rolls in primary, particularly in London and the North East, mean schools are merging classes, tightening belts, and asking senior leaders to step back into the classroom. Only 5% of primary heads expect to grow their teaching staff next year.

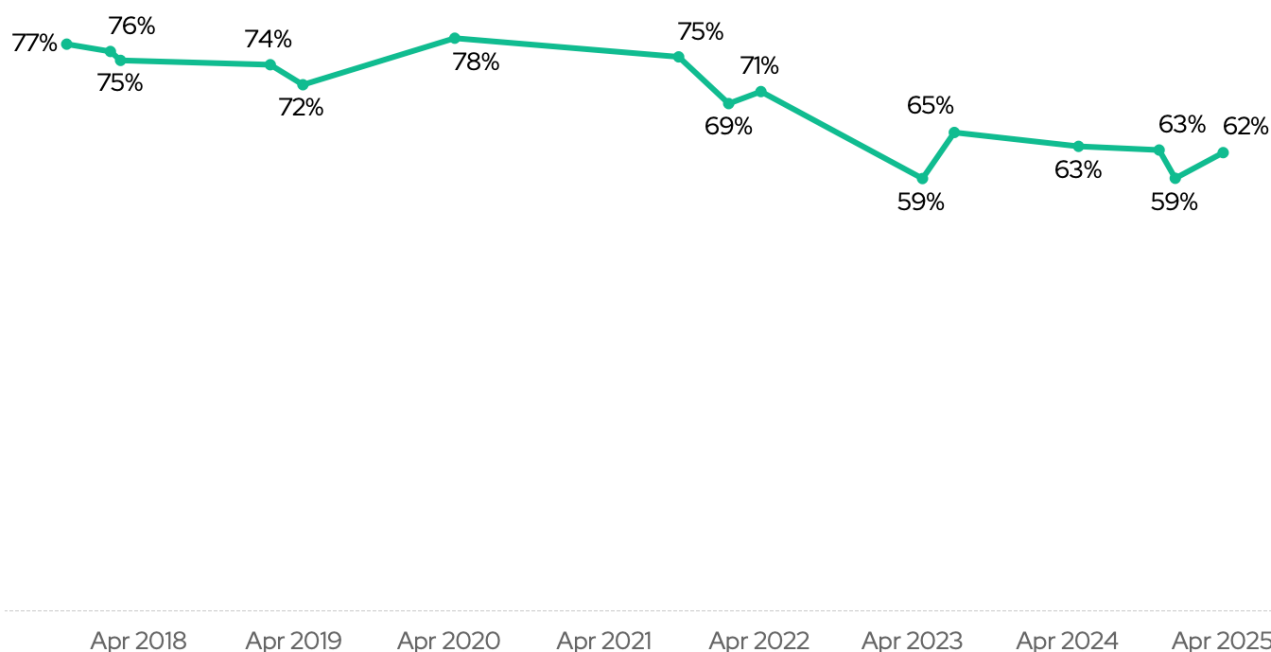


Question asked: For September 2025, do you anticipate the number of FTE teachers in your school will be higher, lower, or the same?

■ Lower
 ■ Higher
 ■ The same

■ ■ And what about staying in teaching?

This is where your daily taps really matter – and massive thanks to those of you who have been tapping since 2017/18! Before the pandemic, around 75% of you said you expected to still be teaching in three years. That's now dropped to 60%—and it hasn't bounced back. Many of you are feeling the pull of other careers or struggling with the pressures of the job. We're digging into these reasons to help everyone understand what it'll take to help teachers stay.

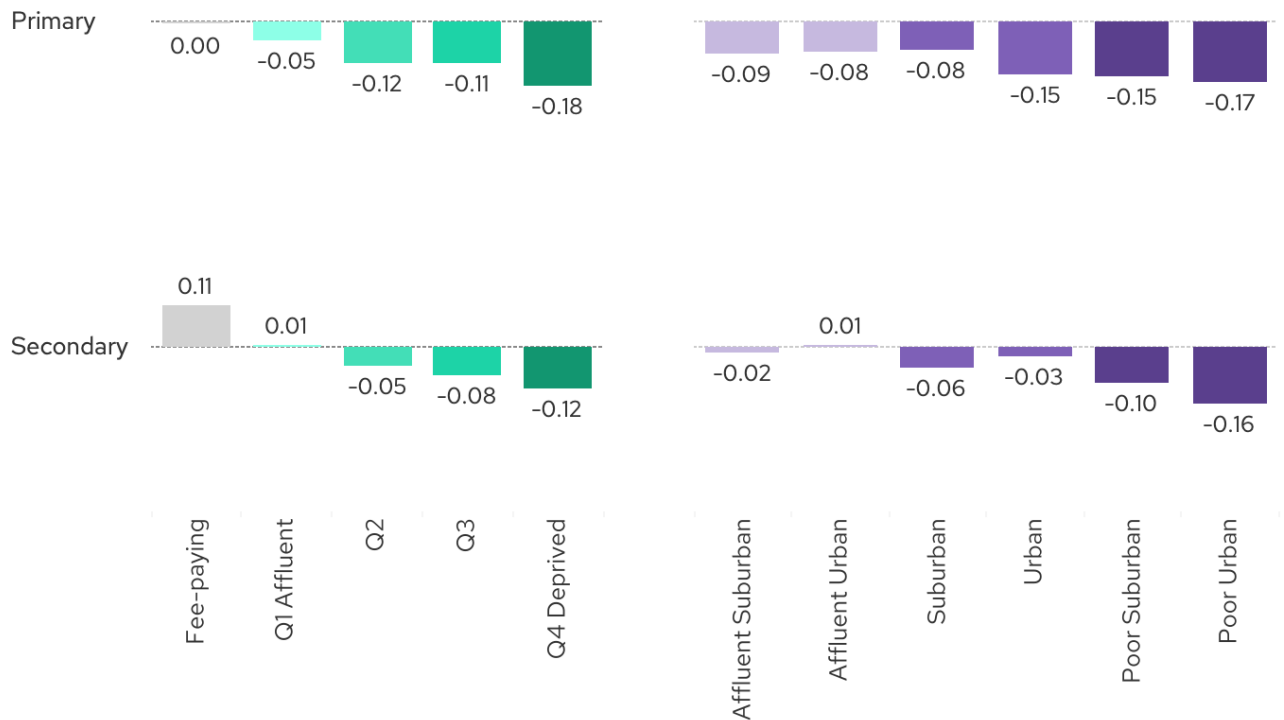


Question asked: Do you expect to be a teacher in three years' time? (Those responding "Yes, most likely")

■ ■ ■ Where you teach makes a difference

We've long known that free school meals data doesn't capture everything. Your responses showed that other factors—like local housing, crime, or access to higher education—also shape teacher experiences. Whether it's job satisfaction, pupil behaviour, or your long-term commitment, where your school is matters.

As the chart below shows, your job satisfaction as measured across 14 questions we have asked over the last year, is lowest in schools located in poor urban communities.



Thank you

We couldn't do any of this without you. Every survey graph in the report is built from the answers you've given us day in, day out. So thank you for being part of this work.

If you want to read the full report (or just have a nose through the charts), it's here:

[Teacher Recruitment and Retention 2025 – Read the Report](#)

And as always—keep tapping. It really does make a difference.