

10 Recruitment tips you cant afford to miss!

Plan your recruitment

Understanding your business needs and planning your recruitment will help you to recruit and retain people with the right values.

A workforce plan is a great way to do this as it helps you to assess your current and future staff requirements.

Over half of the employers we spoke to with a turnover rate of less than 10% had a workforce plan, which helps them to:

- act strategically rather than reactively
- target the right people with the right values, skills and behaviour.
- build on what they know works well
- support staff development

What is workforce planning?

Analysing

- analysing what you do now and what may need to change

Planning

- planning your future workforce, numbers, costs, roles and skills

Planning

- planning how changes will take place

Doing

- making sure your actions are carried out

Reviewing

- reviewing how it is going and adjusting your plans



The Resources to help you



[Practical approaches to workforce planning](#)



[Safe staffing guide](#)



Use your workforce data

- Do you know the details of your workforce data?
- Do you know the trends or patterns in workers' information such as sickness rates?
- How are your turnover and vacancy rates compare with other providers locally, regionally and nationally
- Do you know where you most successfully recruited from in the last year?
- Do you know the reasons for your leavers?

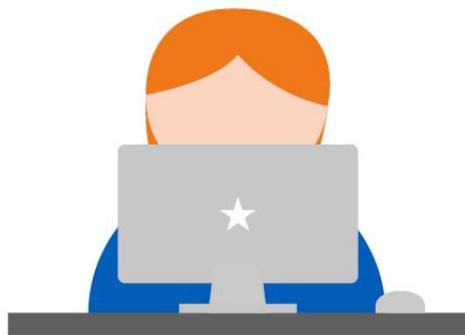
By having access to up to date workforce data you can plan your recruitment.

2 The Resources to help you

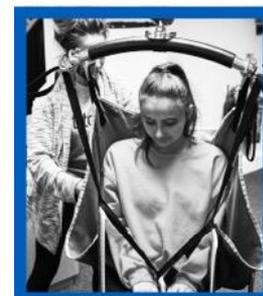
The Adult Social Care Workforce Data Set

ASC-WDS is a data collection service, commissioned and funded by the Department of Health and Social Care. It is the leading source for the adult social care

It helps you to **manage your team** and provides crucial **information to decision makers.**

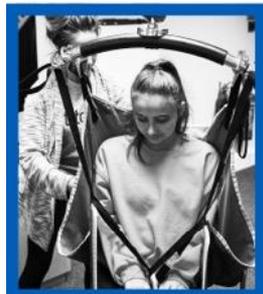


www.skillsforcare.org.uk/ASCWDS



Benefits of using ASC-WDS to your business

- Understand your current workforce
- Identify current or potential skills gaps
- Funding for training your staff
- Safe and free storage of staff records
- Manage training records
- Benchmark your workplace
- Access the Skills for Care bundle offer - Coming November 2021!



Benchmarking

Pay

[Download Pay PDF \(200KB, 1 page\)](#)

Average hourly pay for a care worker.

£10.40

£9.52



We do not have enough data to show these comparisons yet.

Your workplace

Comparison group

Good and outstanding
CQC providers in your
comparison group

Workplaces with a low
turnover rate in your
comparison group

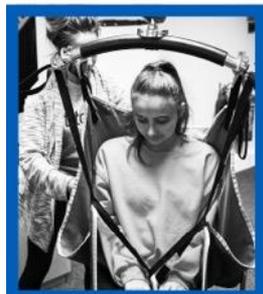
Your workplace is ranked 3 in your comparison group.

3



7 Lowest ranking

Highest ranking 1



How can you attract more and better quality applications which progress to employment?

1. Promote what your organisation does well
2. Be clear about the job and benefits of working for you (training, structured inductions, flexibility, progression)
3. Use the right **channels** – and vary your message
4. Consider Apprenticeships (see tip 7)
5. Sharpen up your recruitment message and adverts
6. Connections – Make it easy to apply for a job- how can potential staff contact you? Can they contact you out of hours? Have you tried to apply – how easy was it?
7. Be responsive and professional with applicants, explain the process and timelines

Resources to help you be #RecruitmentReady

Throughout September Skills for Care are putting the spotlight on recruiting staff.

We'll be sharing information on resources and ideas through blogs, articles and social media posts to help you get #RecruitmentReady.

Use the Recruitment and Retention webpages for lots of resources, templates and help.



**Planning your
recruitment**



**Recruiting the right
people**



**Retaining your
staff**

Care Friends

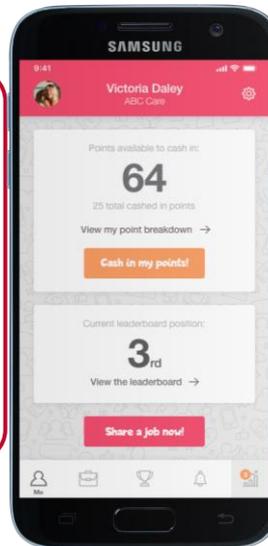
Did you know employee referral programmes deliver the most high performing care staff of all recruitment sources?

Key pilot stats

- Interview no-shows drop to just 1 in 10
- 90% of app-generated interviews are successful
- Workers hired are 20% more likely to reach 3 months in post

For more information:
www.carefriends.co.uk

For a Product tour:
<https://carefriends.co.uk/nutshell>



What pilot clients say "An invaluable innovation"

Robin Gunson,
Head of Development, Spectrum

"We love channelling our
recruitment budget back to our
employees rather than
a third party."

Jonathan Billington, Bluebird Care



In partnership with



Use the Value Based recruitment and retention approach

- Our values define us. They influence who we are, what we believe is important in life, the way we live and how we treat people.
- In the workplace they are guiding principles linked to behaviours that help people deliver exceptional care and support.
- A values-based approach to recruitment and retention involves establishing strong workplace values and ensuring that your workforce matches them. Doing this will help to reduce time and wasted resources in recruiting the wrong people.
- Employers tell us that by implementing a values-based approach to recruitment has resulted in:
 - lower recruitment costs
 - positive return on investment
 - lower staff turnover
 - better staff performance

- Skills for Care **examples values framework** describes some of the values and behaviours which are central to providing good quality care and support.
- Use our: **mapping document** to identify your organisational values and any behaviours or competency frameworks
- **checklist** to identify the aspects of values-based recruitment that you have in place, as well as areas for further development.
- Attend the **5 online workshops** that will provide valuable knowledge and practical tips to address values at each step of your recruitment and retention activity.
- The workshops are designed to be attended sequentially as each session builds upon the learning from the previous stage.
- Workshops takes place via Zoom and are 90 minutes long.
- Find out more and [book your place](#)

Use social media

- Raise the profile of your organisation – social media is a great way to reach lots of people.
- Use the different social media – how about using tik-tok or Instagram?
- Social Media can increase traffic to your website – make sure your website is up to date, lively and shows you as a good employer
- Use your social media such as Facebook page to advertise jobs – encourage your follows to share
- Facebook also have selling page or job pages were you can post jobs
- Think about the pictures you are using – review the pictures to see what has worked – use real people
- consider your target audience - use different approaches for each target group
- target paid advertisement

Resources to help you

Skills for Care has developed some guidance to support employers to use social media to promote their service, particularly in relation to recruitment activity.



The benefits of using social media

Build awareness
As an online social media presence will help generate awareness for your service from people you may not have the opportunity to meet through your day-to-day activity.

Instant engagement
Having an online presence means that you can respond to future information instantly. It can also enhance your customer service as social media allows you to respond quickly to feedback.

Cheaper than traditional advertising
Although you may pay for targeted advertising, most basic social media accounts are free. As a result, you can promote an opportunity to help your service get started and build its online presence.

Promote your website
Using your social media accounts you will be able to signpost your visitors to new and interesting content on your website by using hyperlinks to social media posts.

Increase loyalty and advocacy
Connecting with people contacts through social media platforms is a creative way of building relationships. Having contacts follow your social media account encourages loyalty and increases the likelihood of them advocating and sharing your news.

The risks of using social media

Something gets posted you don't want others to see
Once you are participating on social media you can't take it back. It's possible to delete a post, however, once it's been seen then your account is in the public domain. This usually means posting.

You create a social presence but no one is participating
There is never a guarantee that your posts will capture the participation of others and it's important to always think about your intended audience before posting information.

Finding the time to manage your accounts
Social media is about instant engagement, so it's important to find the time to manage your accounts. Creating and maintaining a strong online presence is an on-going task and it's important someone in your team takes responsibility for checking your accounts on a daily basis.



www.skillsforcare.org.uk/SocialMediaTips

- You can recruit new staff into your organisation at different levels as apprentices
- Candidates who are looking to do an apprenticeship can be recruited externally
- Recruit an apprentice via the government website <https://www.gov.uk/recruit-apprentice>, schools, colleges and JCPs
- £3,000 for each new apprentice, regardless of age

Resources to help you

4 bitesize apprenticeship sessions on offer for you in Kent and Medway

- Tuesday 12 October 12.00-13.00 – Apprenticeships and busting the myths
- Tuesday 2 November at 13.00 - 14.00 – Recruiting external apprentices
- Tuesday 23 November 12.00 – 13.00 - Apprenticeship 'Practical information'
- Tuesday 7 December 13.00 -14.00 – Functional skills

Watch out for emails on how to join coming

soon <https://www.eventbrite.co.uk/e/173336743867>

www.skillsforcare.org.uk/apprenticeships



What is an apprenticeship?

Apprenticeships are a way of developing new staff and providing new skills for existing staff by studying and learning through work. Apprenticeships must:

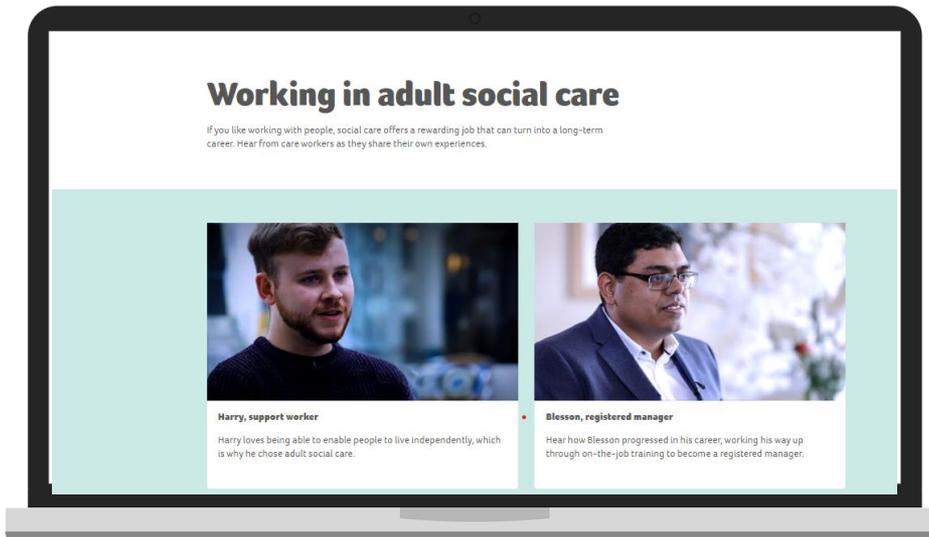
- run for a minimum of 12 months
- provide opportunity to learn whilst at work and time to learn away from work
- be independently assessed at the end

recruit develop lead

Use your local jobcentre

- Jobcentre can offer a lot of support in terms of supporting your recruitments
- Register on [gov.uk/advertise-job](https://www.gov.uk/advertise-job) Post and manage jobs online for free 24/7, 365 days a year
- Jobcentre office - Employer Advisers
- Promote your vacancies locally
- Match and screen ready for interview
- Group sessions to their customers on the care sector via MS Teams
- MS Teams, Jobfairs and customer specific events like apprenticeships
- Twitter – Did you know if you use twitter you can tag @JCPinKent and they will retweet the job
- **500 job coaches in Kent and Medway are being trained on 'What is social care' to help you find the right candidate**

Resources to help you



everydayisdifferent.com



www.skillsforcare.org.uk/randr



www.aquestionofcare.org.uk

Join a WhatsApp group

- Join the Recruitment lead WhatsApp group
- Learn from colleagues across Kent, Medway, Surrey and Sussex
- Get peer support and be part of Social care recruitment lead network
- Latest guidance and resources shared
- Share good practice

Join by contact Pia Rathje-Burton Pia.Rathje-Burton@skillsforcare.org.uk

Join the recruitment drop ins

- Come along to the Kent and Medway Recruitment drops ins
- Every other Monday at 12.30 – 13.15
- Learn about the latest recruitment offers and ideas
- Find out more about the resources to help you
- Recruitment conversations on ‘Are you missing a trick?’
- Next ‘Recruitment drop in’ Monday 4 October at 12.30

[Click here to join the meeting](#)

Bonus resources to help you to:

- **Train and develop your staff**
- **Look after your wellbeing**
- **Learn and listen to other managers**

Rapid induction training

Funding now available to ensure new workers can perform their duties safely.

The rapid induction programme contains the main knowledge elements from the Care certificate and covers:

- assisting and moving people
- basic life support
- fire safety
- food safety
- health and safety awareness
- infection prevention control
- medication management and safeguarding



Employers can select from 12 endorsed providers

www.skillsforcare.org.uk/EssentialTraining



Workforce Development Fund has now launched



Workforce Development Fund now available to develop social care leaders and managers

The fund can be used to support the development of their staff at all levels, offering funding for a wide range of qualifications, learning programmes and digital learning modules.

All employers in England have access to the fund, whether it's claiming via your local partnership, a national partnership or directly from Skills for Care.

If you were part of the previous partnership you can apply directly to Skills for Care.

The funding will support registered managers and other frontline managers with their Continuing Professional Development (CPD) Certification.

www.skillsforcare.org.uk/wdf

Workforce wellbeing resource finder



Skills for Care have launched an easy tool to help our social care workforce find trusted resources to support their own or others wellbeing.

What types of resources are available through the finder?

- self-help and support for others
- needing someone to talk with confidentially
- support with mental health



www.skillsforcare.org.uk/wellbeing

The care exchange podcast



Podcast series with 10 episodes for managers in Social care



- podcast series of facilitated discussions with registered managers for registered managers
- celebrate the role of managers in social care and share best practice, experiences and top tips
- listen to how other managers have managed the pandemic, support their staff and find ways to look after their own wellbeing
- Watch out for the series 2 that will start in October 2021

www.skillsforcare.org.uk/CareExchange

Registered manager networks



Join your local network today

- Regular meetings
- Peer Support
- Guest speakers
- WhatsApp groups
- Bi monthly newsletter with local news

“I thought I would email you to thank you for your support it has been a difficult time for Social Care Providers. I have found the WhatsApp groups and the Virtual meetings really valuable in sharing information and connecting with other Registered Managers. During these Covid-19 times its reassuring to know that there are others who can offer support and guidance in a safe forum, its good to also know that others are facing the same difficult decisions as myself, and together we can discuss and resolve issues with all the tools available between us. It has definitely supported me in feeling less isolated in my role.”

Join by Pia.Rathje-Burton@skillsforcare.org.uk



Stay connected...



- For further information or support, visit the Skills for Care website at: www.skillsforcare.org.uk/
- For updates, sign up to our weekly newsletter at:
• www.skillsforcare.org.uk/enews
- Pia.Rathje-Burton@skillsforcare.org.uk
- @PiaRathje
- @sfc_LondonSE
- @skillsforcare