

## Conversations about Recruitment – might you be missing a trick?

The following are some ideas to support recruitment.

### **Getting your promotional material and process right for your organisation**

- Have a look at the [Recruitment Ready](#) resources on the Skills for Care website – lots of templates and guides
- Think about your job titles, do they really reflect the work people do?
- Enhance your approach to [Values Based Recruitment](#) – then you attract and develop people with the right values
- Consider social media more as a route to promote your service and job opportunities - [Using social media to attract potential recruits](#)
- Use banners and images already developed for your social media  
<https://www.everydayisdifferent.com/recruit.aspx>
- Have a list of promotional activities and tick it off when used – we called this “recruitment bingo”
- Attend some sessions to boost your ideas
  - Neil Eastwood (now free was £599) – [recruitment masterclass](#)
  - Skills for Care [Values Based Recruitment & Retention Workshops](#)
  - Neil Eastwood 1hr Hints & Tips workforce crisis film  
<https://vimeo.com/carefriends/workforcecrisis>
- Link with other care providers to ensure we keep those interested in health and social care – for example Dom care services might be turning people away because they can't drive but you can offer them work.

### **Promote your vacancies on the free jobs boards**

- Job Centre - Find a Job <https://findajob.dwp.gov.uk/sign-in?employer=1> – this document is a useful guide to updating this site [job instructions pdf](#) . The find a job also links with <https://www.everydayisdifferent.com/home.aspx>

### **Consider a refer a friend scheme for your staff**

- You could use the [Care Friends App](#) to support this – **KCC has funded free licences for the sector**. Contact [penny.lawlor@kent.gov.uk](mailto:penny.lawlor@kent.gov.uk)

### **Link with the work coaches in your local Job Centre Plus**

- That way you will find out about Kickstart and other [government funded job schemes](#) – Kickstart covers employment costs for 6months, plus a training grant
- Send detailed information about your jobs to the work coaches in your local Job Centre Plus
- Ask about their pre-employment schemes and any campaigns they have

### **Make the most of work experience / student placements and pre-employment schemes**

- **Contact your local college / school** to ask about work experience they might need for their health and social care courses - this will support your future workforce applications.

### **Other Ideas**

- **The Job Centre now have Youth Hubs** & there is a possibility that you can go and meet young people to promote vacancies.
- **Here is a Facebook recruitment marketing guide for your adverts**



Facebook  
Recruitment Marketin