

Autumn 2022 campaign

## Employer's pack

Proud to Care is a recruitment campaign, co-ordinated by Bristol, North Somerset and South Gloucestershire councils.

In this pack, we summarise:

1. **Proud to Care:** recent and planned campaigns.
2. **Market research:** insight into what job seekers are looking for.
3. **Resources:** suggestions, materials and templates to help you market your vacancies using the power of your own social networks.

Things you can do!

## Our recruitment challenge

From lorry drivers to baggage handlers, the recruitment crisis is affecting many companies. As employers in the care sector, we now have to work even harder to attract candidates into jobs.

600,000

fewer people in the job market compared with before the pandemic

3/5

of this drop is because older workers have left the workforce

1/4

of this drop is because there are fewer workers from overseas

600

vacancies for entry level jobs in health and care across our region

10%

average vacancy rate across care providers in the UK

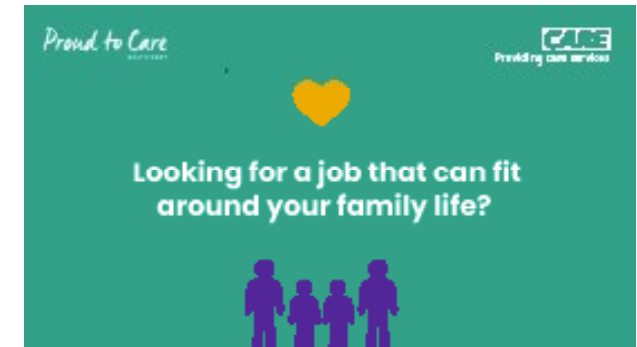
# 1. The 'Proud to Care' campaign

Originally created by Devon Council, 'Proud to Care' is a recruitment campaign identity that has been adopted by councils across the UK.

In 2021, the local health authority (Bristol, North Somerset and South Gloucestershire Integrated Care Board), supported our three councils to invest in a co-ordinated local campaign.

## Winter 21/22 campaign

**What we did:** In December 2021, we launched a three-month paid social media campaign, featuring pictures of local Care Workers, animations and linking to a new landing page 'beproudtocare.co.uk'.



## Results!

- **85,611** local people have seen our Facebook ads
- **5,136** users came to the landing page for **6,455** sessions **3,161** people clicked on 'Find a local job in care' links.
- **53.85%** goal conversion rate (clicks on buttons).

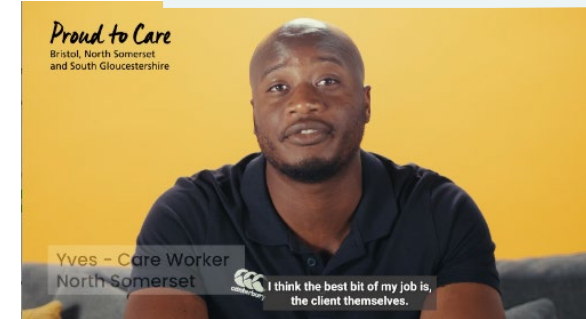
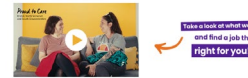
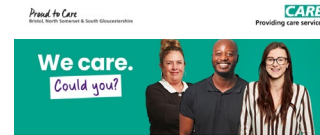
**What we really want to know though is how the campaign has translated into more job applications – see page 10.**

# 1. The 'Proud to Care' campaign

## Autumn 2022 campaign

Our next campaign launched this August and runs to mid November 2022. We hope to strengthen the appeal by incorporating the insight we gained from the market research.

A 2-minute film featuring local Care Workers (see [landing page](#)).



Find out more about care at [beproudtocare.co.uk](http://beproudtocare.co.uk) with links to local jobs and useful resources.

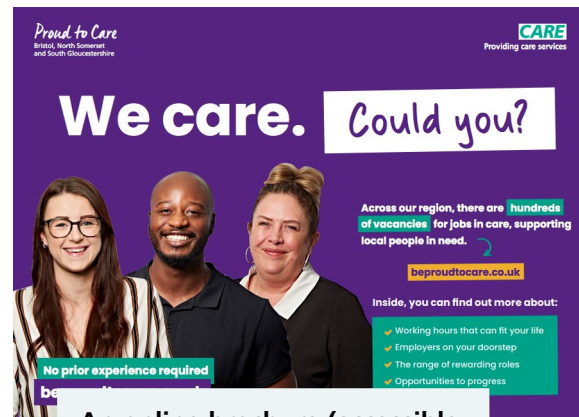
Across our region, there are hundreds of roles supporting people who need care. You can choose from a range of different



A leaflet and social media template to support word of mouth marketing.



Paid social media ads (Facebook and Google ads), which will run between August and October..



An online brochure (accessible via our [landing page](#)), helping people explore roles in care.

# 2 Market research

## What matters to job seekers

In January 2022, we commissioned market research to explore:

- People’s motivators and influences when considering a new role or a new sector
- People’s perceptions of work in care
- What attracts people and what could put people off when considering care work
- What messages and communication channels are most effective

The research focussed on three groups of people:



**Young people**  
Young people between 18 and 24 - they could be students or college-leavers



**Returners with children**  
People returning to work in their 20s/30s/early 40s, probably juggling family responsibilities



**Change seekers**  
People who are 50+ looking for a change

## What we learnt



Young people



Returners with children



Change seekers

### Work-life balance

It’s all about flexibility and work life balance. Regardless of life stage, this an overarching theme for people when considering a job. It is particularly important for people who don’t need to work, or who are fitting work around busy family duties.



### Location

Young people have a greater tolerance for longer journeys to work. For the older segments, the convenience of the work location is everything. Some people don’t want to apply for a job without parking; older people are more reluctant to drive at work.



# 2 Market research

## What we learnt



### Meaningful work

Change seekers are looking to feel useful, particularly if they have children who have left home. For young people, what other people think of their job matters and so they often seek a job with status.



### Pay and rewards

Salary is specifically important to young people, but it's worth noting their expectations of a 'good' rate is not that high. Older people want a decent salary as a sign of feeling valued/rewarded for the job they are doing ('Working for peanuts is insulting').



### Chances to progress

Everyone was surprised by the range of opportunities in care. Returners are jaded by the focus on qualifications over experience; change seekers feel it is too late to think about a 'career' (a loaded word). All are motivated by options to try something new.



### Culture

The older segments – returners in particular – are looking for enjoyment in work. The element of teamwork is important and people want to see evidence of a positive working culture, particularly against the backdrop of media stories during the COVID-19 pandemic.



### Support

People perceive jobs in care to be tough emotionally. Younger people, with less life experience, are nervous about their ability to cope with some situations. All expect wellbeing support and don't want to have to 'take work home'.



# 3 Employer resources

## Think about the package you offer

Considering the feedback we heard in the focus groups, how could you make your jobs more appealing?

### Please Note!

Some providers will have brilliant, in-house communications and HR teams so won't need these suggestions – but for those with smaller set ups these may be a useful reminder. We are particularly interested in your feedback and ideas to share on these pages.



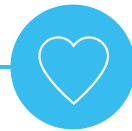
#### Jobs & careers

- ✓ **Contracted hours** – how could you make these as 'friendly' as possible for parents, students, or people with other priorities?
- ✓ **Apprenticeships** – can you use higher level apprenticeships to retain staff and show new recruits potential career pathways? See brochure p10.



#### Pay & benefits

- ✓ **Hourly rates** – young people in our focus groups considered £10 p/h a decent hourly rate. What rates can you afford for younger workers?
- ✓ **Essential worker discounts** – have you summarised the discounts available to everyone in our sector?



#### Health & wellbeing

- ✓ **Psychological support** – do people know they can access the 'Healthier Together Support Network' for counselling?
- ✓ **Wellbeing culture** – how do you signal that you are prioritising people's wellbeing? Small things (like healthy snacks) can send loud messages.



#### Culture

- ✓ **Team spirit** – how healthy is your team spirit? Is there anything you can do to build bonds?
- ✓ **Leadership** – how is your leadership team (or owners) setting the tone?
- ✓ **Mentoring** – how are you supporting younger or less experienced workers?



#### Tools & facilities

- ✓ **Parking** – what's the parking like? Could this be improved to make jobs more convenient?
- ✓ **Transport** – are there any travel discounts or travel schemes you can take part in?
- ✓ **Feedback** – are there any ideas to improve your tools and facilities you could act on?

# 3 Employer resources

See previous note!

## Raise your profile as a local employer

How much are you a part of local life? If you can build a positive and active presence, people are more likely to consider working with your team.



**What's your relationship like with your local community? If you don't already, think about:**

- ✓ Links with schools for apprenticeships and work experience
- ✓ Articles in local newspapers and magazines
- ✓ Hosting events on your grounds, like village fetes
- ✓ Asking your teams to spread the word!\*

**How can people find out more about what working with you would feel like? You could think about:**

- ✓ An open day or coffee morning, inviting people to see your teams at work
- ✓ Opportunities to shadow and do work experience (for school leavers)
- ✓ Temporary or stop-gap contracts to give people a taste of working with you

**How do you use your networks and local resources to promote vacancies? You could think about:**

- ✓ Posting vacancies in local community amenities – shops, village hall, school and social group newsletters
- ✓ Asking your teams to share vacancies via their networks on social media\*

**Every point of contact with a potential new recruit will make an impression. You could think about:**

- ✓ Asking your newest recruits for ideas on a welcoming interview process
- ✓ Making sure the wording in all correspondence is friendly and positive
- ✓ Pointing out the broader benefits of working in health and care (see the [We care. Could you?](#) brochure)

\* See next page



# 3. Employer resources

## Word of mouth marketing

1. Look out for the leaflet, that will be delivered early August.

**Find a job that's right for you!**

Care services are provided by a combination of small businesses, larger and national groups and some council-run services.

You can find care companies local to you, links to current vacancies and guidance on how to find a job that's right for you on our website, at:

[beproudtocare.co.uk](https://beproudtocare.co.uk)

**Say hello to your local care team...**

**Proud to Care**  
Bristol, North Somerset and South Gloucestershire

**CARE**  
Providing care services

**We care. Could you?**

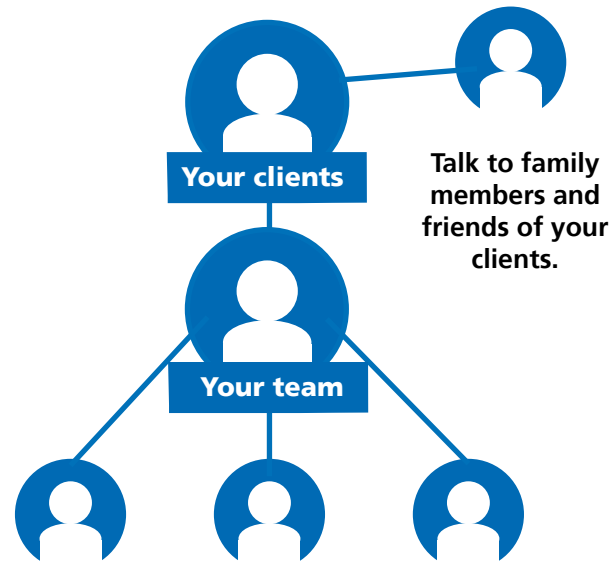
Across our region, there are hundreds of roles supporting people who need care.

**No prior experience required**

[beproudtocare.co.uk](https://beproudtocare.co.uk)

There's space for you to write or stamp your organisation's contact details on the back.

2. Ask your team to talk to people in their network about jobs in care.

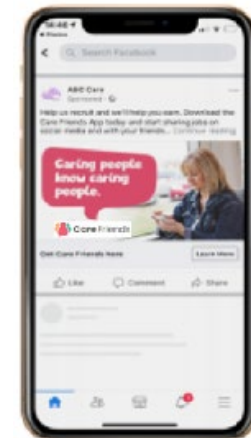


**Talk to young people:** Do you know anyone looking for their first job or part time work while they study?

**Talk to parents/ carers:** Do you know anyone wanting to return to work after a break? Perhaps they are juggling childcare?

**Talk to older people:** Do you know anyone who's looking for a change, or for work that's more rewarding?

3. Consider 'recommend a friend' incentives and remind people about the 'Care Friends' app, if you have this up and running.



Talking points are explained in the leaflet and our online brochure which can be found on our landing page at [beproudtocare.co.uk](https://beproudtocare.co.uk).



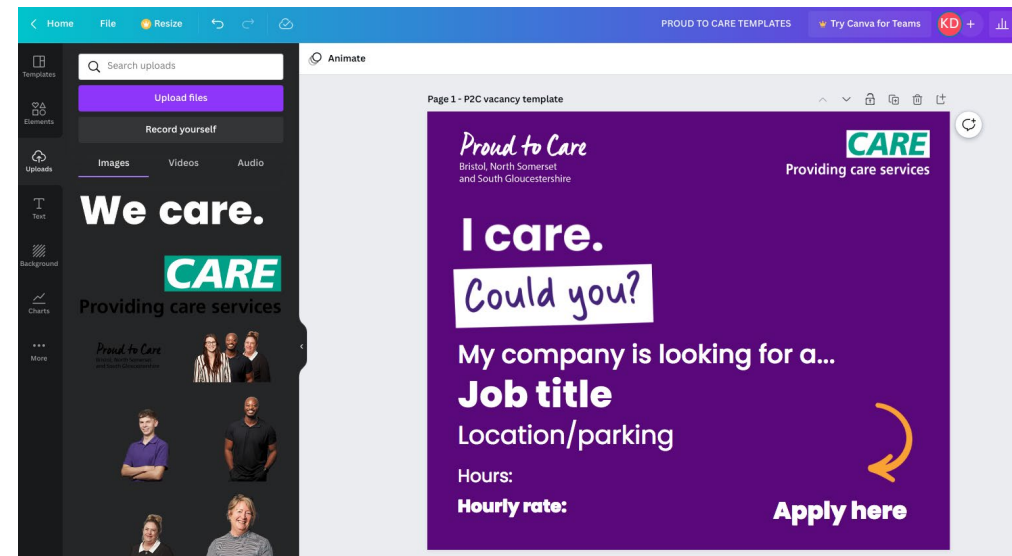
# 3. Resources

## Sharing job adverts

If you don't already, why not ask your current staff to share job adverts via WhatsApp and Facebook.

We've created a simple template for job vacancies using Canva.

- Canva is a clever app that helps you 'design' posts for social media.
- You can link to job ad templates and Facebook banner templates we sent via email. (You will need to set up a free account first.)
- Type in your job details, highlighting any important features (like parking). Please note on the Facebook banner template there are two lines of text you can edit so you can add your company name.
- Click on 'Share' (top right, grey button), then click 'Download' and select which page you want to save as an image.



Do you have any other requests for templates?  
Let us know and we may be able to help.

# Thank you

## Can you help us make an impact?

We know that recruitment marketing just one of many workforce challenges.

But we believe that raising the profile of local jobs in care, presenting a co-ordinated, positive image, and getting better at the way we target potential candidates, will make a difference. You can help us make future campaigns as effective as possible by telling us:

- Has this campaign made an impact? Ask any candidates you interview over the next few months whether they have seen the Proud to Care campaign, and report back to us.
- Have you used the tools/templates? Were the 'word of mouth' tools created as part of this campaign used and useful?
- What would you like to see in future campaigns? Tell us your ideas and if your teams would like to be inspire others to consider a job in care.



**Laura and Peter, Windmill Care:** local care workers and service users have enjoyed taking part in the campaign. Please let us know if you and your team are interested in taking part in future recruitment drives.

You can get in touch at the following email addresses:

[proudtocare@bristol.gov.uk](mailto:proudtocare@bristol.gov.uk)  
[proudtocare@n-somerset.gov.uk](mailto:proudtocare@n-somerset.gov.uk)  
[ProudToCare@SouthGlos.gov.uk](mailto:ProudToCare@SouthGlos.gov.uk)