Social Care Recruitment

Campaign and Recruitment Microsite

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Social Care Recruitment Campaign Hub

We are an online sharing and learning resource designed to help councils tackle the social care recruitment shortage.

Here, you can access end-to-end resources, the cost of which has been substantially reduced because of our ability to pool budgets with multiple councils.

By sharing resources across multiple councils we will drive down the cost of delivering your campaign and drive up performance to deliver much better results.

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THE CHALLENGE

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Individual councils investing significant time and money to produce their own recruitment campaigns, with huge resources going into content development and creation.
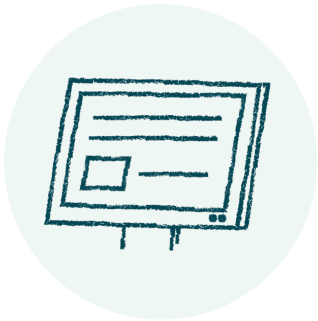
Poor or **ineffective digital landing pages** (often on council websites).

'Spray and pray' marketing tactics (such as paying for advertising on buses or in local newspapers) which are poor value for money.

Lack of ability to share campaign insight and performance data with other councils.

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THE SOLUTION

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Free campaign strategy and toolkits which uses **behavioural science**

Low-cost **digital content** assets

Low-cost **video content** by pooling resources with other councils

Low-cost digital **recruitment platforms** by sharing costs with other councils

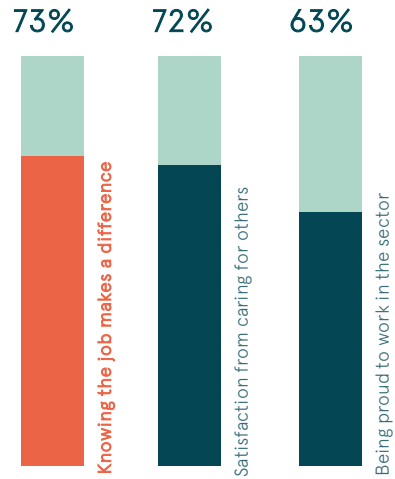Optimised **digital advertising** to target audiences at lower cost

Live **evaluation dashboard** and benchmarking on campaign performance

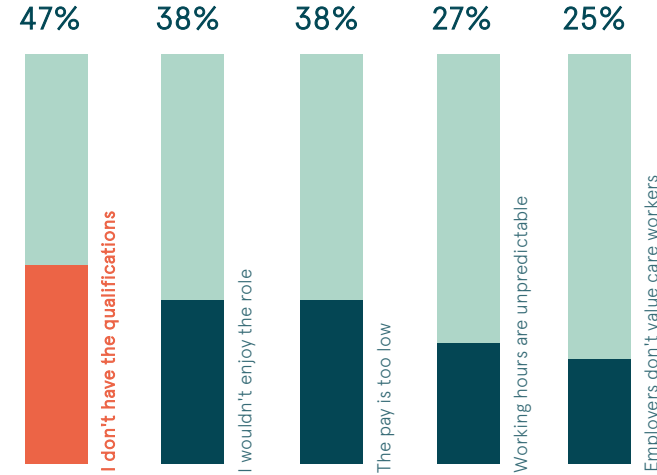CAMPAIGN: RESEARCH
AND AUDIENCE INSIGHT

Drivers and Barriers

Drivers

TotalJobs also asked why people are attracted to working in social care. The main reasons given were:

73% — Knowing the job makes a difference
72% — Satisfaction from caring for others
63% — Being proud to work in the sector

Barriers

In a survey, TotalJobs asked jobseekers in the UK **why they would not consider work in social care**. The main reasons given were:

47% — I don't have the qualifications
38% — I wouldn't enjoy the role
38% — The pay is too low
27% — Working hours are unpredictable
25% — Employers don't value care workers

Research shows that **values-based recruitment can ensure lower turnover rates** of staff, creating long-term savings. Therefore, a recruitment campaign needs to **encourage people that hold the relevant values** (such as empathy and patience) to work in the sector.

Source: Totaljobs, Feb-March 2021. "Social care: a guide to attracting and retaining a thriving workforce".

Campaign Research

Our target audiences

Segment 1
Young job seekers

Young adults leaving education and seeking to establish a career for the first time

Age: 18-24

Gender: All

Social grade: C2DE

Qualifications: A-levels or lower

Segment 2
Stay-at-home parents returning to work

Stay-at-home parents who had previously stopped working to take care of children, now seeking to return to paid employment

Age: 25-50

Gender: Women

Social grade: All

Qualifications: Any

Segment 3
Career change

Adults who already have experience in an unrelated sector, seeking a career change

Age: 25-50

Gender: All

Social grade: All

Qualifications: Any

Segment 4
Recent graduates

Young adults already committed to pursuing a career in the chosen profession

Age: 21-25

Gender: All

Social grade: All

Qualifications: Degree or other relevant qualifications

Segment 5
Established professionals

Adults already working in regulated professions in adult social care or other sectors

Age: 21+

Gender: All

Social grade: All

Qualifications: Degree or other relevant qualifications

CAMPAIGN STRATEGY

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The Five Stages of Behaviour Change

We have developed assets using a behaviour change model which will build awareness amongst our target audiences, using emotional drivers to convert awareness into the actions that we are seeking

Pre-contemplation

Planting the seed in people's minds

Contemplation

Raising awareness

Preparation

Preparing people for action

Action

Making action as easy as possible

Maintenance

Encouraging people to become supporters and advocates
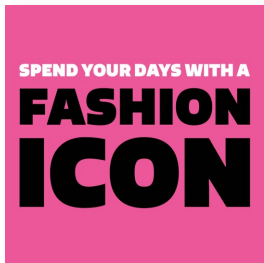
IMPLEMENTATION

Summary of Concepts Across Customer Journey

See the Asset Catalogue for full details on the assets that are available
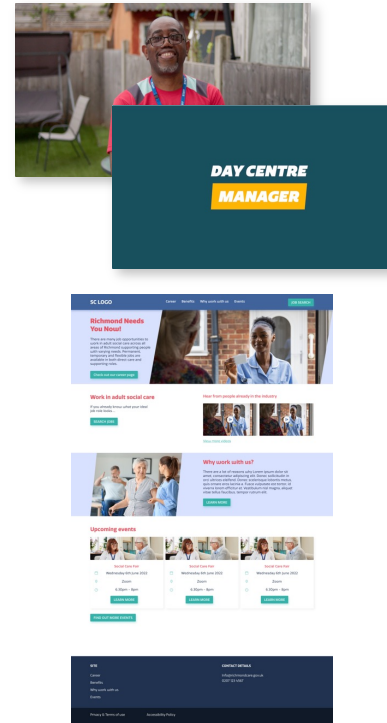
Pre-contemplation	Contemplation	Preparation	Action	Maintenance

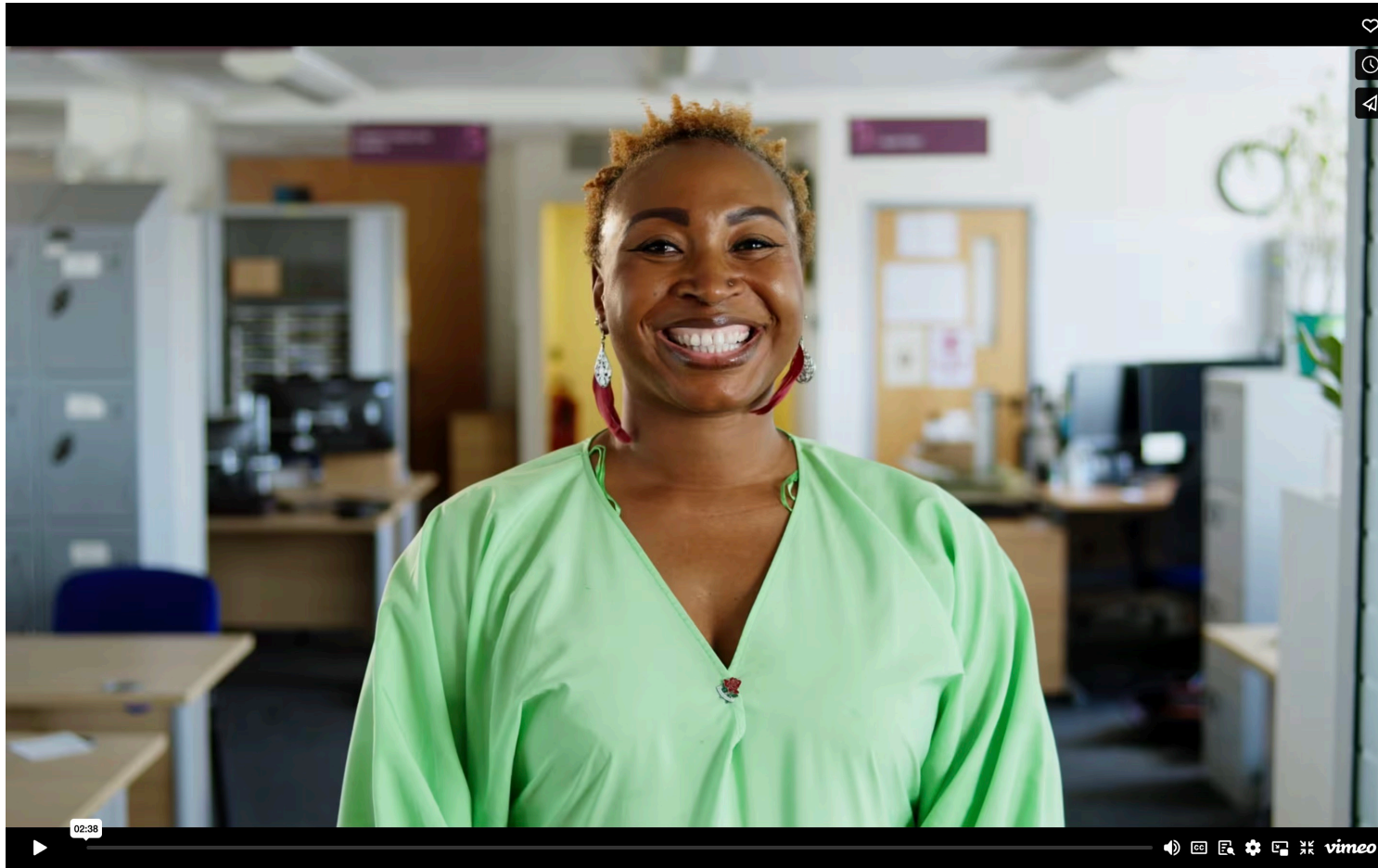westco

Example of Assets – I Care

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Example of Assets – I Care

[I care – case studies: view full video here](#)

Example of Assets – Extraordinary People

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# Example of Assets – Job Ads

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RECRUITMENT HUB (MICROSITE)

Microsite

Share costs on a recruitment platform which links to local job opportunities

Content Structure

- A one-stop information shop for people interested in careers in social care by explaining the different roles that are available and career progression routes, using local examples where possible.

- Featuring interactive content such as video case studies and a 'Day in the life' to bring home the importance of each role in a way that aligns with social values we are seeking.

- Key information on the qualifications that are needed for each role and routes into securing qualifications.

- Allowances for bespoke content, including local credentials

www.proudtocarebathnes.org.uk

EVALUATION

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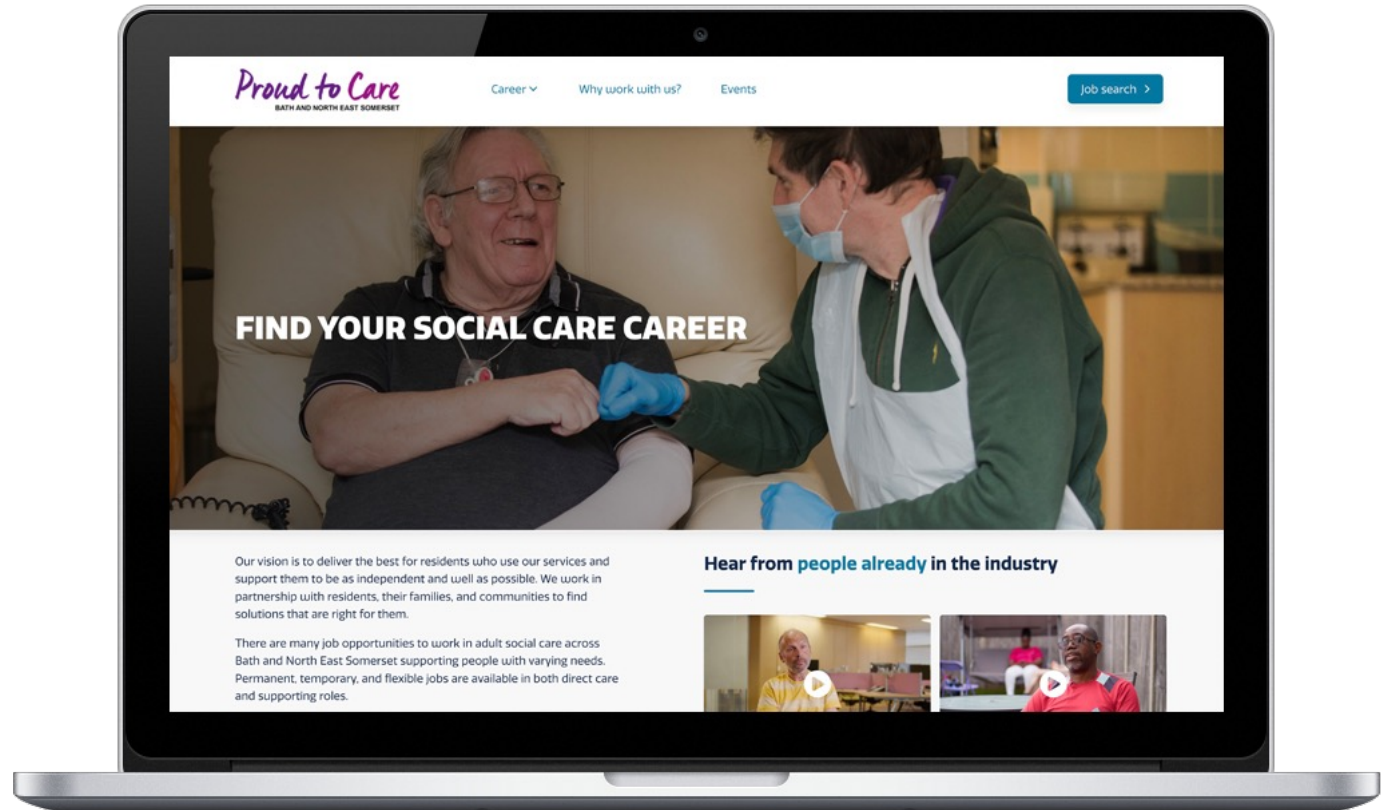
Dashboard Example

The campaign dashboard shows you live performance data:

- Campaign spend against reach, interactions, enquiries, and applications

- Your performance alongside other councils (for comparison)

- We use live data to optimise the performance of your campaign to bring down your recruitment costs.
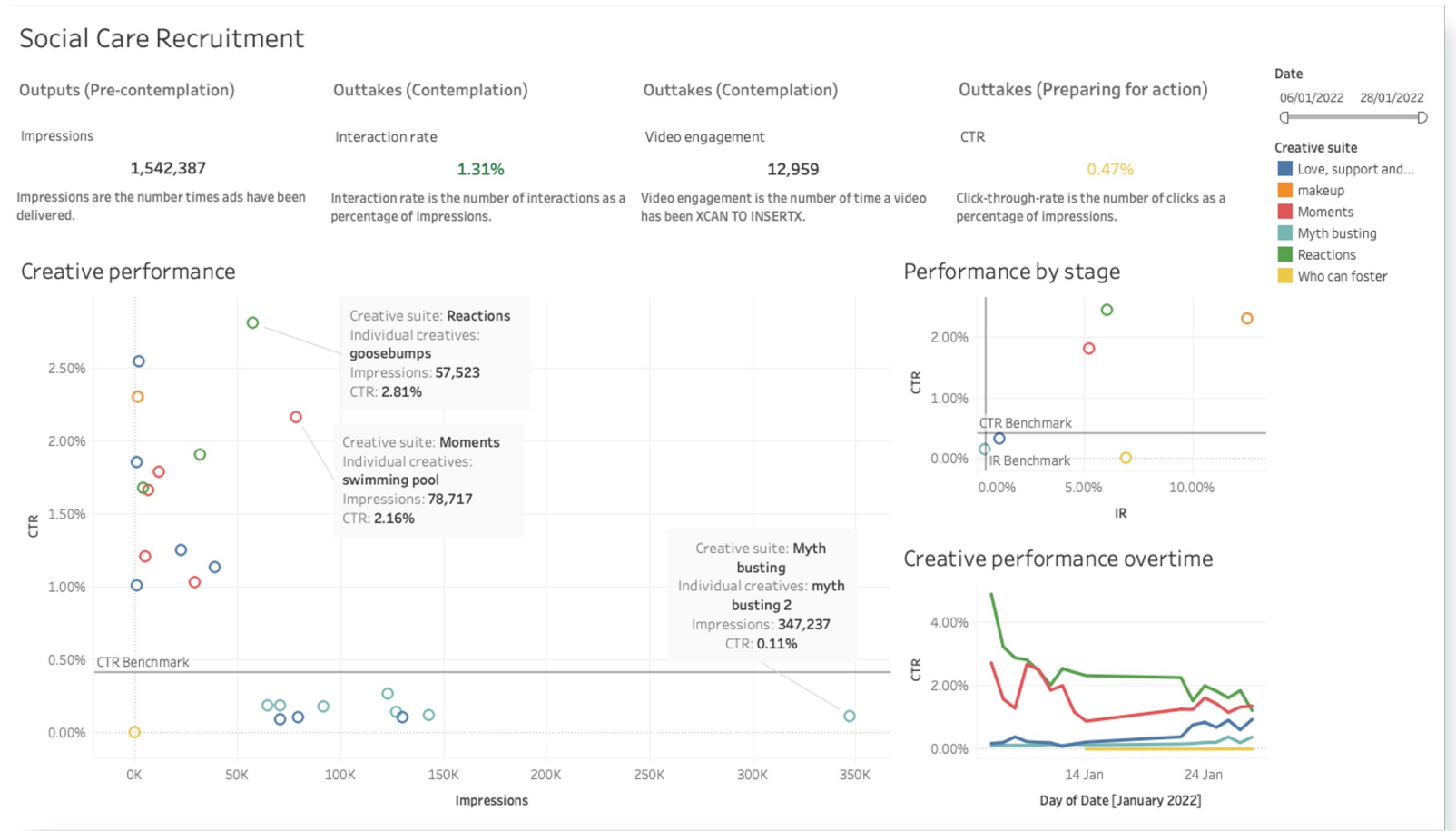
Get in touch

For more information get in touch with:
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See our full portfolio at: **westcocommunications.com/creative**

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