**Make care your career**

**Adult Social Care Recruitment Campaign**

**Job advert template**

To attract high-quality candidates for your positions it’s crucial you start by writing a good job advert. To help you, we’ve developed some advice and a template for you to use.

**Top tips**

* Remember that candidates applying for their first job in social care may not know much about it. Avoid using jargon that people outside our sector won’t understand. If in doubt, test your advert on a family member or friend who doesn’t work in care.
* Job adverts don’t need to be formal. Writing in a friendly and open tone may encourage people without previous experience to find out more.
* If no qualifications or experience are needed to start, and on-the-job training will be provided, let applicants know. Tell them how quickly and easily they could start working for you.
* Explain the values you are looking for in an employee. For example, treating people with kindness and respect, paying attention to others’ needs or a commitment to providing quality support.
* Think about the transferable skills a candidate may have gained from working in other sectors, such as hospitality, retail or travel and how they might relate to this job. This might be things like being a good listener or being good at encouraging or motivating people.
* List the benefits of the role. Remember that having a range of shift patterns can be an important benefit to many candidates.
* Provide as much detail as possible on what the job will entail. This could include:
  + What the main responsibilities are.
  + What candidates would be doing on a day-to-day basis (be as specific as possible to the role being advertised).
  + Who candidates will be providing support to.
  + What the normal hours are.
* Tell people how you want them to respond - this might be by phone, email or by completing an application online but make sure you are clear.

**Template job advert**

We’re [ORGANISATION NAME], a [DOMICILIARY/RESIDENTIAL] care service in [LOCATION] and we provide a range of care and support services for [INSERT INFORMATION ON THE PEOPLE YOU SUPPORT].

We’re seeking to recruit some great new care workers; people with the right values and attitude to work in our [DOMICILIARY/RESIDENTIAL] care service – could this be you?

Our main priority for this job role is to find people with the right attitude and behaviours to match our own! You don’t need to have previous experience in this field, nor do you need qualifications to get started – we’re happy to work with you to help you become an excellent care worker.

Above all we want someone that:

* Has a commitment to quality and being the best they can.
* Can provide excellent care and support to all our residents.
* Treats others with dignity and respect
* Works well as part of a team.

The duties are varied, and no two days will be the same. Our residents are individuals, and they all deserve to be treated as such. Duties may include supporting with personal care needs, as well as helping them to take part in a wide range of special interests and activities that support their health and wellbeing such as arts and crafts, watching the football, drama, musical evenings, gardening, shopping trips and social occasions.

There are also a range of different shift patterns available to fit in with any other commitments you may already have.

Interested? To find out more, please call [PHONE NUMBER] for an informal chat or complete your application at [WEBSITE ADDRESS].