
UK Government
Adult Social Care
Recruitment Guide
Use the national recruitment campaign to attract great candidates for your vacancies, quickly and easily
Make CARE your career

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The national campaign

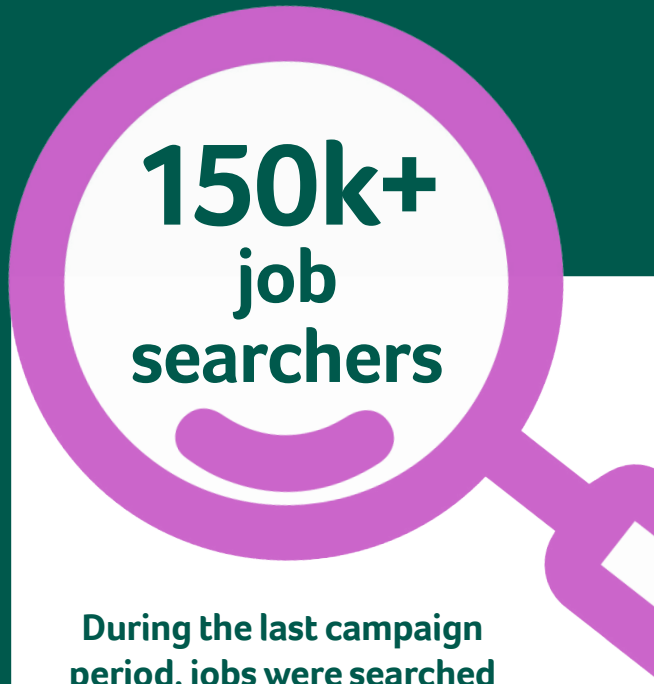
Helping care providers recruit more easily

The campaign will run on social media, YouTube, video on demand and via job websites. The 'Make care your career' campaign will help make your recruitment easier by:

- Inspiring people to consider a career in care by showcasing the amazing work care workers do.
- Emphasising the importance of personal qualities rather than qualifications.
- Highlighting the opportunities to grow your career through training.
- Driving people with the right values to find out more and apply for jobs via the website: **adultsocialcare.co.uk**

The campaign will increase the number of quality candidates who are applying for roles in the sector – so make sure you take advantage of this upcoming phase.

This toolkit contains ideas for simple ways you can use the campaign to make recruitment easier, using the free, ready to use campaign materials to save you time and money.



During the last campaign period, jobs were searched over a million times on adultsocialcare.co.uk

The national campaign

How to use the campaign to make recruitment easier

The national campaign will inspire people to research careers in adult social care and search for local roles. We've created a suite of tools, templates and resources to help you take advantage of the impact of the campaign, to attract candidates with the right values for your vacancies. You can use these resources all year round.

Four easy ways to use the campaign

1. Post your vacancies on the campaign website – it's quick, easy and ensures jobseekers who've seen the advertising can apply for your roles. There are easy to follow instructions and steps.
2. Add the campaign logo to your recruitment materials – use the recognisable 'Make care your career' logo on your recruitment materials so applicants immediately connect you with the national campaign.
3. Use the ready to use campaign resources – posters, social media posts and other templates, including versions you can personalise with your details.
4. Time your recruitment activities with the campaign – plan job fairs, open days or recruitment drives during the campaign period when more people will be thinking about care careers.
   You can download useful templates here.

"We found the assets very useful and saved both time and money compared with creating our own."

Wendy, South West London Social Care Hub

DWP Find a Job instructions

The campaign website automatically links to vacancies advertised on DWP Find a Job that use the term 'social care' in the job description and/or job title. To make the most of the campaign, it is essential that you post and refresh your vacancies on this platform. This is the best way to attract those prompted by the advertising.

If you experience any issues, contact DWP and select "I'm an employer and I need help posting my job adverts". They aim to respond within one working day.

How to create an employer account:

1. Go to **DWP Find a Job** and select the **'Employers'** link, at the top of the page.
2. Scroll down the page and click **'Create account'.**
3. Enter your email and password and click **'Create account'.**
4. Click the link in your verification email from **'Find a Job' – make sure you check your junk folder.**
5. Fill in your company details where you are prompted and click **'Create company'**.
6. Wait for the team at DWP to approve your account. This usually takes one working day. Once approved, you will be able to post a job.

If you'd like more guidance, visit this page.



How to post a job

1. Go to **DWP Find a Job** and select the **'Employers'** link at the top of the page.
2. Enter your email and password then click the **'Sign in'** button.
3. A page with your company name will open.
4. Click the **'Post job'** button.
5. **'Create a new job'** page will open.
6. Complete the job details where prompted:
   - If the location of the job is not a set location, you can enter town or county where there is a prompt to enter **'Location'**.
   - To make sure your job is linked to the campaign website you must select the term **'Social care'** in the job description and/or job title.
   - You can also set a timeframe for the job post being live. This can either be the standard 30 days or you can choose your own closing date.
   - Once all the details are complete, click the **'Post job'** button.
7. The job will now be listed under a new Job ID on your company page.

How to re-post a job advert or make a copy

1. Go to **DWP Find a Job** and select the **'Employers'** link at the top of the page.
2. Enter your email and password then click the **'Sign in'** button.
3. A page with your company name will open.
4. Find the relevant job advert and click the **'Edit'** button.
5. Scroll down the **'Update job'** page and click the **'Create a copy'** button.
6. **'Create a new job'** page will open.
7. Amend job details as required and click **'Post job'** when done.
   - If you are posting several jobs with different locations, you can create one job advert, then make a copy and simply change the location where prompted.
8. The job will now be listed under a new Job ID on your company page.

Campaign materials and how to use them

We've created a range of free materials to help you take advantage of the campaign for your own recruitment – choose the options that work best for your organisation's needs.

Add the campaign logo to your own materials

If you prefer to create your own branded recruitment materials, you can add the 'Make care your career' logo, to align them with the national campaign.

Ready to use and personalisable assets

Alternatively, we've created a wide range of campaign materials that you can download and use straight away, including A4 posters, social media copy, videos and social media images. These are also available as editable open artwork files, so you can personalise them by adding elements like your logo and contact details.

Recruitment templates

These resources have been created to help you plan and deliver your recruitment activities. They include a job advert template, jobseeker email and newsletter templates to help you attract candidates with the right values.

Resources to support applicants

These are assets you can feature on your website to help prospective applicants write a good application or prepare for an interview. They include a CV writing guide, cover letter guidance and helpful interview tips.

What will work best for your business?

Using the ready-made materials from the 'Make care your career' campaign?

Or designing your own materials, but adding the campaign logo to them?

Add the campaign logo to your own materials

We've developed a 'Make care your career' campaign logo which you can use on your own recruitment materials. This will allow you to lead with your own brand, and show that you're aligned to the national campaign.

How to access the campaign logo:

- Visit **adultsocialcare.co.uk/recruit**
- Sign up to the simple terms and conditions.
- Download the campaign logo along with the guidelines on how to use it.

We'd love to see how you're using the campaign logo – please share examples by emailing **adultsocialcarecampaign@dhsc.gov.uk**

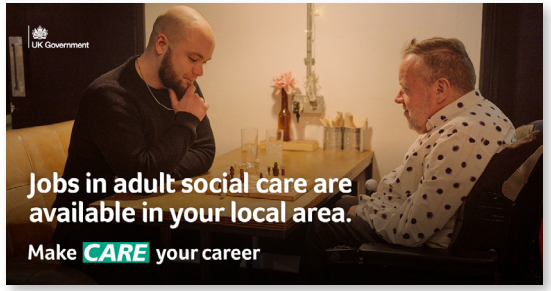
Supporting
Make CARE
your career

Ready to use social media assets

To help you use the campaign to promote your vacancies on social media, we've created a range of inspiring assets. There are images, headers, videos and post copy to accompany them, all free to use.

There are lots of images to choose from, showing different people and different working environments, so you can pick the ones that best represent your organisation.

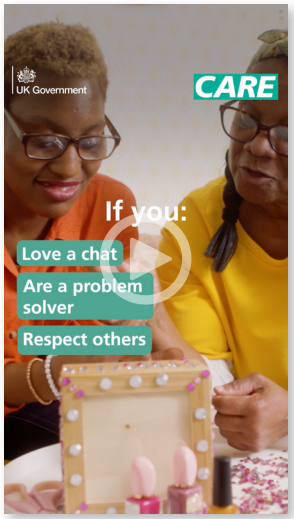
Go to adultsocialcare.co.uk/recruit to download the resources



Social Media Images in a range of sizes



1x1 Videos



9x16 Videos

Why not create your own social video content? Some tips:

- **Show real people and stories:** Use authentic photos, quotes, and videos featuring staff to create emotional connection and engagement.
- **Follow campaign guidelines:** Share content from DHSC's channels: **@DHSCgovuk**
- **Keep it clear and accessible:** Use plain language, subtitles, alt text, and bold visuals; avoid jargon and cluttered images or graphics.
- **Be consistent and engaging:** Post regularly with a friendly tone, invite interaction, and always include a clear call to action.
- **… and don't forget to use the campaign lock up and the hashtag MakeCareYourCareer**

Ready to use printable materials

These materials come in a choice of images, showing care staff working in different settings so you can choose the ones that reflect the roles you're offering. They're all free to download and use.

- Posters – ready to print at A4 size but can be made larger.
- Vinyl banner – artwork for a standard vinyl banner (300cm x 100cm) to display outside your premises or at an event.
- Personalisable A5 leaflet to hand out during an event or to people who enquire about jobs. Use the white space to add your contact details or website.

Go to **adultsocialcare.co.uk/recruit** to download the files, then select the ones you want to use.

Want personalised materials?

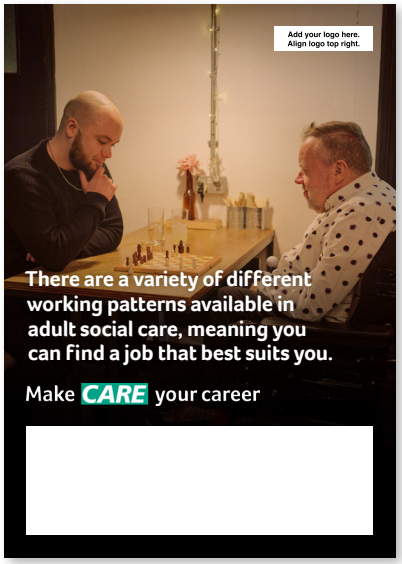
All the above materials are available to use as they are, or you can add your details like your logo and contacts.



Vinyl Banner



A4 Poster



Personalisable Posters



A5 Leaflet – double-sided

Recruitment support

Free materials to help you:

- Job advert template ready for you to personalise with details of the role you're recruiting for.
- Jobseeker email template to drive awareness of vacancies in your organisation.
- Newsletter text to use in your staff newsletter to explain how you're using the campaign in your recruitment.

We've created guides to help applicants develop their strongest application, so you can easily see what they could offer your business:

- CV writing
- Covering letters
- Preparing for interviews

You're welcome to use these on your recruitment pages or signpost people towards them on the website to help candidates know how to apply for roles in adult social care.

Go to **adultsocialcare.co.uk/recruit** to download this content.





Making the most of the national campaign

When the campaign advertising is running, the rewarding nature of a career in social care will be front of mind for potential applicants, so it makes sense to capitalise on the increased interest and run your own recruitment activities in parallel.

You can use the campaign messages and materials in your own recruitment activity, to show a link with the national campaign and benefit from the recognition.

And remember, these materials can last beyond the national campaign. You can use them whenever you need to recruit.



Building a great recruitment campaign

The foundation blocks

Start with a strategy:

- What do you want to achieve?
- Who is your target audience?
- What messages do you want to communicate to them?
- Where will you reach them?

It's also important to think about your values and how to communicate them. This will help you reach and recruit people with the right values who are more likely to thrive. You can find help with this in the Further resources section.

What might motivate different audiences?

- **Career changers** will be looking for jobs that will use their people skills and other transferable skills.
- **Parents** might appreciate the flexibility around other commitments that adult social care can offer.
- **Retirees** might be looking for a job to keep active.
- **Young people** might be interested in long-term career progression and a job that is varied.

Think about your target audience, the best methods to reach them, and what messages will appeal to them.

How many enquiries do you want to generate?

How many vacancies do you need to fill?

What messages do you want to communicate to them?

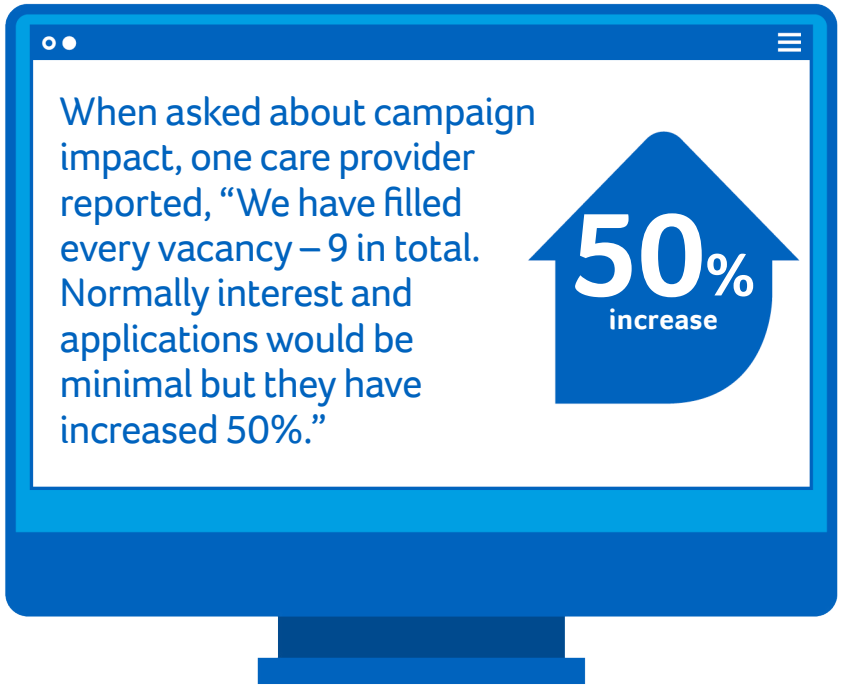
What type of person do you want to recruit? This is your target audience.

Where will you reach them?

Building a great recruitment campaign

Using your website and social media

The internet is often where people begin their job search, so make the most of your online channels. These ideas range from simple quick wins to more in-depth activity, so choose what meets your needs.



- **Plan and schedule your activity** – you could use a scheduling platform to plan out when posts are published if you're busy, like Facebook Creator Studio or Media Studio.
- **Interact with your audience** – respond if someone comments on your posts and comment on other people's relevant posts too.
- **Use engaging content** – captions are just as important as the image or video.
- **Create Instagram or Facebook stories** – these formats reach audiences who may not see your posts in their main social feeds.
- **Ask your staff to follow you on social media and share content** – your existing staff probably have like-minded people in their network who could be potential employees.
- **Use social media to drive people to jobs advertised on your own website** and link people to that specific page, not your homepage.
- **Link to the wider campaign** – use **#MakeCareYourCareer**
- **Join in the conversation** on the campaign's Facebook page at **facebook.com/adultsocialcarecampaign**

Keeping people interested in your online campaign

Top tips

Try different formats such as static images, video, case studies and blog posts.

Talk about what matters to you. This will help you attract people with similar values.

Use the key messages of the campaign:

- There are a variety of opportunities in adult social care, so you can build the career you want.
- You don't need qualifications to start a career in adult social care – but you can gain them while you work.
- With a role in adult social care, you can get training, learn specialist skills and gain qualifications on the job.
- There are a variety of different working patterns available in adult social care, meaning you can find a role that best suits you.
- Jobs in adult social care are available in your local area.

Keep your content fresh. Keep saying different things in different ways.

Look out for upcoming dates on the calendar that can give you ideas and hooks, such as National Grandparents Day, World Autism Awareness Day, National Carers Week, National Career Development Month.

Submit your stories to the national campaign's Facebook page to help DHSC showcase a range of roles and people.

What makes a great case study?

Case studies are a great way to show:

- The diversity of roles available, from residential to domiciliary and personal assistants.
- That as a care worker, every day makes a difference.
- The values that matter in adult social care, such as respect, empathy and commitment to quality.

Honest stories from real people working in adult social care can inspire potential applicants and help people see the realities of the job in a new light. These case studies can be used on your website and social media channels to support the campaign. But first, check:

- **Does your case study have an impactful headline to 'hook the reader in'?**
- **Does it include an engaging quote, to show it's a real person's story?**
- **Have you got an image to illustrate the story?**
- **Is it short and snappy? Keep it brief – no more than 570 characters (including spaces) for Facebook.**
- **What is at the heart of the story? Does it talk about how they progressed and developed a career in adult social care?**
- **Does it talk about the rewarding relationships they have built? Do they advocate others to work in social care?**
- **And importantly, has the person featured in the image and the story given their consent?**

Here at the Department of Health and Social Care, we'd love to share your case studies on the campaign **Facebook** page. Share them with us at **adultsocialcarecampaign@dhsc.gov.uk**

Measuring success

When you understand what you're getting from your marketing activity, it's easier to identify what works for you. This measurement doesn't have to be complex – you can simply compare the period when you used campaign materials to a similar period when you didn't.

To help understand the impact of the national campaign on your recruitment you can compare metrics taken during campaign periods with non-campaign periods.

Some potential metrics you could compare with non-campaign periods are:

- The number of applications received.
- The quality of applications (how many meet your essential criteria).
- Application-to-interview conversion rate.
- Interview-to-job offer conversion rate.
- Time to fill vacancies.
- Cost per hire.



Understanding what's working for you is also helpful to the Department of Health and Social Care in measuring campaign effectiveness and shaping future activity Share your evaluation data by emailing **adultsocialcarecampaign@dhsc.gov.uk**

Tips for running a campaign if you're an individual employer

If you employ a personal assistant (PA) using direct payments from your local authority, a personal health budget from the NHS or with your own money, we have a range of materials to help make recruiting easier.

The recruitment materials you'll probably find most useful are:

- **Posters:** you can edit these to add details of the role you're advertising and how people should contact you if they're interested in applying. Then you could display the poster on notice boards in places like your local library, community centre or shops.
- **Social posts:** tailor the suggested posts in this toolkit that accompany the images so they reflect your needs, then post them on Facebook or X (formerly Twitter).

If you need further help with recruiting a personal assistant, there are many organisations that can help you. You can speak to your local support service, a national care provider, or reach out to **Skills for Care** who provide lots of useful information for individual employers on their website.



85% of non-frontline staff said that the resources were helpful in assisting their local recruitment efforts.

Recruitment best practice checklists

Every enquiry is a potential recruit, so make sure that:

- **Email, phone or postal enquiries** are directed to your website or **adultsocialcare.co.uk**
- **People who send an application by post** are telephoned to get their email address and confirm next steps.

Good candidates are in high demand, so support candidates through the application journey by:

- **Providing clear information for video interviews,** including date and time, how to dial in and how long you expect the call to last.
- **Helping people being interviewed in person** by telling them what to bring, where to park, where the nearest bus stop is, etc.
- **Reminding people** of interview dates and times the day before by phone, text or email.
- **Aiming to schedule interview slots** around mid-morning – evidence suggests these produce the fewest 'no shows'.
- **Being clear on your interview process,** e.g. interview protocol and special tests or half-day working trials that are required in advance of a job offer.
- **Staying in touch** with successful applicants as sometimes there can be quite long gaps before employment can begin (such as waiting for Disclosure and Barring Service (DBS) checks).

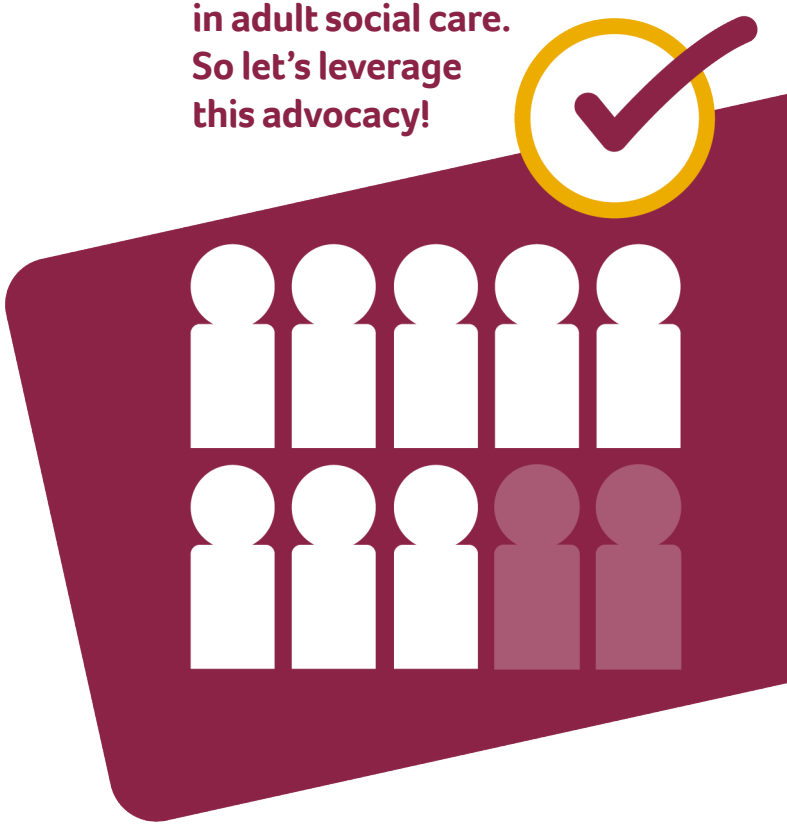
Making the most of employee referrals

Employee referrals can be hugely efficient and cost effective. So, consider asking your existing staff if they can recommend any suitable candidates.

Help your staff recruit more great people by:

- Offering attractive rewards to staff for successful recruitment, e.g. a cash bonus or paid leave, tiered according to what's been achieved.
- Ensuring the scheme is supported by your management.
- Paying rewards quickly according to what has been agreed, and thanking referrers personally.
- Actively managing your scheme, monitoring its success and getting feedback from staff.

Almost 8 in 10 care staff would recommend a job in adult social care. So let's leverage this advocacy!



Signposts to further advice

Advice on values-based recruitment and retention:

- Skills for Care's advice to help you find and keep the right people. This includes a range of useful videos, case studies and websites to help your organisation attract more of the right people, develop skills and talent, and retain staff.
- Seminars can be commissioned from Skills for Care called 'Getting started with values-based recruitment' and 'Finding the right workers'. Contact your local Skills for Care representative to find out more.

Recruitment tools for individual employers:

- Skills for Care's guidance for individual employers when employing Personal Assistants.
- Skills for Care's resources to support you to understand your role better, and train and develop your Personal Assistant.

Application form and interviewing advice:

- Skills for Care's best practice guide on writing application forms and considering what questions you would ask to pre-screen individuals over the phone, face-to-face and at interview.
- Skills for Care's candidate selection guidance will allow you to ask potential candidates the right questions, and will help you get the most out of your application process.

Using social care staff to spread the word:

- Use the Adult Social Care Data Set (ASC-WDS) to get local vacancy data. The online database holds data on the adult social care workforce.

Advertising your job vacancies on 'DWP Find a Job':

- Creating an account to post your vacancies is free of charge. Create an account or log in here.

Guidance on staffing levels:

- Skills for Care's guidance around deciding and maintaining safe staffing levels for your service, safe recruitment practices and how to ensure your staff are safe and competent.

Promoting career progression:

- Skills for Care's advice on continued learning and development.

Contact

If you have:

- Any queries about the campaign
- Case studies you would like to share with us
- Any evaluation data you can share with us on number of enquiries, applications and appointments made as a result of using the campaign materials

You can contact us here:

Email: adultsocialcarecampaign@dhsc.gov.uk