

Every day is different

Find the right role for you



Department
of Health &
Social Care

Adult Social Care Recruitment Campaign

2018-2019

Fortnightly Update: 24th December 2018

A short note before the Christmas break:



Thank you for your support during the pilot stage of the campaign. As you know, we have since been gathering and evaluating data from the pilot to inform the next phase, and we are pleased to say we are now in a position to proceed with rolling out the campaign across England early next year. Preparations for this next phase are well underway. Please read below for 'what to look out for' in 2019 as well as what you can do to help prepare your networks. You can expect to hear from us again in mid-January.

In the meantime, we wish you a very Merry Christmas and all the best for an exciting year ahead.

What to look out for in the New Year:

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- 1. Conference calls in January:** We are aiming to schedule a series of open conference calls in mid January so that we can cascade information efficiently and directly, inviting feedback and enabling questions. We will diarise these in early January and communicate the days/times.
 - 2. Skills for Care Network Team Briefings** will be running from 24th January, with events promoting the campaign to providers starting from 31st January.
 - 3. PR and advertising timings:** (NB subject to minor changes pending production schedules)
 - **End of January:** Trade launch of the campaign and campaign toolkit
 - **Mid February:** National PR launch with paid for advertising, radio, outdoor posters, social media, paid search (google) and job boards

How you can help:

Please now cascade the message to the sector that the campaign will roll out in early 2019. The advertising will direct people to a national campaign microsite which will link to job vacancies on DWP Jobs.

National bodies: Please cascade this information to your members and networks so they are aware that the campaign is coming.



LAs and regional ADASS leads: Please cascade this information to your members and networks as well. We will also be asking you to support the campaign through providing spokespeople / campaign advocates and be in touch in early January.

The role of employers/providers: Please advertise your vacancies on **DWP Jobs**. Send us case studies and/or let us know if you'd like to be a campaign spokesperson for regional PR.

From the end of January, start using the campaign toolkit assets in local recruitment marketing

Finally, sign up to the Skills for Care events in early February

Your feedback



As ever, we welcome your feedback on every aspect of the campaign. Please email any feedback or comments to chloe.nuttall-musson@dhsc.gov.uk.