

Attracting staff who share your workplace values

Why should people want to work for you?

Before you can attract great staff who share your values, you need to consider what it is about your workplace, your unique culture and your roles that make you an employer of choice. Start by discussing with your managers and staff:

- What makes you an employer of choice in your local area in terms of your values and culture?
- What are the reasons people should work for you rather than other local employers?
- How can you make sure your adverts, website and other ways you use to attract staff stand out and appeal to the values and behaviours of the people you want to attract?

Who do you want to work for you?

Everyone has different motivations, drivers and values guiding their decisions about where they want to work, what they want to do and who they want to work for.

Employers who are focussed on being inclusive in their recruitment and increasing the diversity of their workforce, are better placed to meet the challenges many workplaces now face with a shortage of good candidates for their roles.

- Think about who you want to attract to your roles so that you can have a more diverse workforce that is representative of your community and those who you support. What are the different values and motivations of the kind of people you seek and how can you appeal to them as an employer?
 - Look at who your most successful recruits have been. What are their values and motivations and how can you attract more people who have similar values and motivations learning from how you recruited them?
 - What can you sell that is unique about your workplace culture and values that will appeal to the different people you want to recruit?
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Using job adverts to sell your workplace values

There are many ways of advertising your jobs including:

- job boards and recruitment websites,
- on your own website,
- in local papers, local shops and community noticeboards,
- in social media (Facebook, Instagram, Twitter, LinkedIn),
- at careers fairs,
- at open days,
- through employee referral schemes.

Here are some top tips for using your values to attract the staff you want to work for you:

- Use channels best suited to the audience you're trying to reach. For example, think about if they are likely to engage with social media, local shops, job boards, social groups or a combination of the above.
- Have a suite of different adverts for different roles and which appeal to the values and motivations of the different people you want to target.
- Use a friendly, open tone that reflects your values and culture – you could ask people drawing on care and support to help you write it.
- Share your values and what makes you unique as a workplace in your job adverts and ask questions to make a connection between your workplace values and their values. For example: “Do you share these values?” or “Are these values important to you?”; “Do you like helping people?” “Do you have a caring nature?” or “Are you caring, reliable and friendly?”
- Produce adverts that feature real-life examples of staff putting your values into practice, such as a case study of a care worker working with someone who is drawing on care and support.
- If experience isn't necessary for the role, make this clear in your advert. Let people know that you're looking for someone with the right values and behaviours and that the right candidate will be supported to learn any necessary skills. Don't be afraid to specify when a qualification or experience is essential.
- Think in advance about what you want people to do in response to your adverts and how your recruitment process can give them a chance to experience your values and culture:
 - Do you want people to phone for an informal chat or will that be difficult to resource?
 - Would it be easier to run a 'drop-in' coffee morning where you could chat with potential candidates in an informal setting?
 - If you have a value of respect, how will the process respect them, their time and the information they share with you?

- How could you share information about what is happening in your workplace, your values in action, your stories of success to keep in touch with candidates between the various stages of the recruitment and vetting process?
- Include a statement indicating that a DBS check will be required and what level will be carried out (if it's relevant to the post) – this is an opportunity for you to reinforce values such as respect in the way you will treat their information, and safeguarding as part of your organisational commitment to safeguarding.
- Include a statement showing your commitment to inclusion and making adaptations to ensure those who are disabled and neurodivergent can share their values with you in a way that meets their needs, for example:

“We are committed to providing disabled and neurodivergent applicants with any reasonable adjustments or accommodations needed. Therefore, please let us know if you require any reasonable adjustments as part of the recruitment or interview process. We are very happy to help and can make suggestions if you are unsure about what is available. If you have challenges understanding any of the above values or behaviours and how you may have demonstrated these, please contact us for an informal chat.”

Example adverts to attract staff who share your workplace values

Example one: Support worker from Exemplar Health Care (2020)

If you are an **exceptionally caring person** you will want to work in our exceptional care home.

You will soon see that we are not a standard care home, but a bespoke **person centred** care home and our **staffing level reflects** we are able to go that extra mile every day.

Key duties:

We are looking for **thoughtful, caring and inspiring people** to join our team of support workers.

- Provide a high level of personal, physical and emotional care.
- Provide personal care such as washing, personal hygiene and dressing and on occasion assisting with meal times.
- Promote independence, dignity, respect and choice across service users.
- Support social and recreational activities.
- Maintain care records.
- On occasion, welcome and train new members into your care team.

A standard or enhanced DBS check may be required for this role.

For an application form please visit [WEB ADDRESS] to download or contact [PERSON] to find out more.

Example two: Team leader

We are [ORGANISATION NAME], a high-quality care service in [LOCATION], who are passionate about supporting adults with learning disabilities.

We're seeking to recruit a team leader with the right values and behaviours who is able to encourage and nurture a positive workplace culture based on respect and dignity for those in need of care and support. You'll also need to provide supervision and values-led leadership to a team of new support workers.

We're keen to recruit someone who can help us ensure our workplace values are at the heart of everything we do. Our values are:

- **We're Inclusive.** People with a learning disability are at the heart of everything we do.
- **We're Caring.** We treat everyone with respect and kindness.
- **We have integrity.** When we promise something, we don't let people down.

Do you share these values? If so, read on...

As team leader, you'll oversee the development and implementation of care plans that are designed to provide meaningful choice and support to those in need of care and support, so they can access services to help them lead the life they want. We're looking for people who will instil a culture of continuous improvement, through dialogue with people who need care and support and their care workers.

You'll also be able to demonstrate experience in managing and developing staff, alongside leadership abilities and excellent communication and interpersonal skills.

A standard or enhanced DBS check may be required for this role.

If you have the right values for [ORGANISATION NAME], you'll be supported by a programme of continuous training and development. If this sounds like the right opportunity for you, or to find out more, please call [PHONE NUMBER] or complete your application at [WEB ADDRESS].

Example three: Support worker from Warrington Community Living

Working for a charitable organisation can make a big difference to your role. We are a values-based company who put the people we support first. The organisational purpose is focused on the people we support and making a difference to them.

Warrington Community Living don't need to make a profit, we just need to make a difference.

If you are interested in working with us and feel that you have the right values to make a difference, then please click on the links below to take you to the current vacancies at each location.

Who we are looking for:

We are looking for people who care regardless of qualifications or experience. We care more about you sharing and demonstrating our values, which are:

- Seeing the possibilities to make positive difference.
- Valuing and celebrating individuality and diversity.
- Supporting rights, needs, choices and dreams.
- Being responsible, sustainable and innovative in our work.

If you do share our values and care, we want you!

We will give you all the training and support you need, such as obtaining a qualification in health and social care.

You will be supported by the organisation to make a difference by not only providing personal care to the people we support but supporting them to take part in a wide range of activities, including arts and crafts, drama, musical evenings, gardening, shopping trips and social occasions.

Please note that all of our positions require an Enhanced DBS check in relation to Children and Adults.

Can you show us how you would treat the people we support, with the dignity and respect they deserve? Are you courageous, willing to champion quality, and raise concerns?

For an application form please click here [\[WEB ADDRESS\]](#) to download.

For a support worker job description and person specification please visit [\[WEB ADDRESS\]](#).

Example four: PA

I am looking for a caring and empathetic person to join my small team as my personal assistant (PA).

Experience of care and/or spinal injury preferred, but not essential as full training will be provided. For me, it's more important that I recruit someone with the right values and behaviours.

I have four key values that I look for in new PAs:

- a consideration to diversity
- knowing when it's appropriate to step in and help
- maintaining a balance between caring and supporting
- a willingness to learn.

If you can treat people equally regardless of their culture, religion, age, race, sexual orientation or disability, can empower, encourage and respect my right to make my own decisions and choices about how I want to be cared for and are happy to learn new skills and not be afraid to say when you've done something wrong, I'd like to hear from you.

Daily tasks will include helping with washing, dressing and personal care, shopping, cooking and assisting with household tasks. Care to be provided will be on a one to one basis.

You will be keen to learn new skills and absorb knowledge. You will also need to be able to work on your own initiative, assist me with daily life in general as well as supporting where needed to access the community for appointments and social events.

Regular contracted hours available. If you think you have the right values to join my team, please reply with your CV and a brief covering letter.

Example five: short advert

‘Are you looking for opportunities to make a difference to someone’s life?’

Experience and qualifications are always desirable, but for this role your personal values and attitude are most important. Helping people will come naturally to you and you will find reward in supporting people to regain their independence.

Who would make an ideal care worker?

We’re looking for people with the following attributes:

- kind, caring and compassionate.
- a good listener who is patient
- care about making a difference to someone else’s life.

If this sounds like the right opportunity for you, or to find out more, please call [PHONE NUMBER] or complete your application at [WEB ADDRESS].

Example Social Media Posts

From Adult Social Care Recruitment Campaign – Made with Care [Recruiting social care staff \(adultsocialcare.co.uk\)](#)

- With different kinds of roles for different kinds of people, you can find the right job for you in adult social care. Start your career in care at <provider to add details of website or email address> #MadeWithCare
- As a care worker, you can work flexibly to fit around your life. There are jobs available now in <area> - find out more <provider to add details of website or email address> #MadeWithCare
- Start your career in adult social care and you can work flexibly in a job to be proud of. Search for jobs at <provider to add details of website or email address> #MadeWithCare
- Bring your personal qualities and we'll provide all the training you need. Apply for a care worker job in your local area at <provider to add details of website or email address> #MadeWithCare
- As a care worker you'll get full training on-the-job. All you need to get started are your personal qualities. Ready to apply? <provider to add details of website or email address> #MadeWithCare
- We're looking for care workers in <area> right now. Apply now and support others to live fulfilling lives. Ready? <provider to add details of website or email address> #MadeWithCare
- Could a career in adult social care be the right move for you? There's only one way to find out. Talk to us about the jobs we're recruiting for in your area today <provider to add details of website or email address> #MadeWithCare
- See what you could make possible with a career in care. Find out about jobs at <provider to add details of website or email address> #MadeWithCare
- With a career in care, there are lots of opportunities to continue training and gain qualifications while you work. Find out more at <provider to add details of website or email address> #MadeWithCare