

What Gen Z need to know about working in social care

With vacancy rates across adult social care high, and a high number of staff who may retire in the next year, we need to attract more younger people to work in care.

These are the benefits of working in care we need to highlight to attract people from Gen Z (that's people born from approximately 1997 to 2012) to build a career in care.



1. Work/life balance

This age group wants balance. Showcase the flexibility that social care roles offer.

2. Variety

Gen Z wants variety from their jobs; highlight the fact that no two days are the same when it comes to social care.

3. Doing good

It's important to Gen Z that their work makes a positive difference to the world. Tell them how working in social care impacts people's lives.



4. Do what they love

Gen Z want to incorporate what they love into their jobs. Let them know how their hobbies such as sports, drama, art, cooking or socialising could fit into a career in care.



5. Progression

Younger people want to feel esteemed in their roles. Make sure to highlight opportunities for career progression into senior and specialist roles.

