Proud to Care
DEVON
Proud to Care

• Proud to Care Devon
• Proud to Care SW – regional collaboration
• Proud to Care Ambassadors promoting careers in health and social care
• Your feedback on extending Proud to Care to benefit you!
• Any questions or suggestions
Drivers for Proud to Care Devon

• Care Act responsibility to ensure quality and sufficiency of external markets.
• Promote a positive image of the sector and attract different labour market groups.
• Develop career pathways in care and health to improve recruitment and retention.
If you have the right values and are keen to learn, there are so many career opportunities across care and health.

We are looking for people to become care and support workers. If you have the right values and are keen to learn, there are so many opportunities for you in social care.
Real stories
Jobs Board

Job search

Health Care Assistant/Support Worker
Purple Balm

Job code: 170118-351

Exeter Various hours Salary: £8 - £16 a hour Closes: 17 Apr 2018
Marketing campaign

The current campaign until March 2018 includes:

- Facebook and Google search
- Radio Exe advertising with text response
- Fish 4 Jobs and Devon Live
- Outdoor advertising
- Changing room advertising
- Princesshay shopping centre event
- Indeed
Promotion in Exeter
Feedback from Providers:

"Successfully filled the post of Registered Manager in only 3 weeks through Proud to Care"

Care Home, Exeter

"We've had great success. Our best two applicants for a Manager came from Proud to Care, one of which we went on to recruit. Will definitely continue to use in the future"

Director, Care Home, Cullompton
Proud to Care
SOUTH WEST
Focus for Year 1 of Proud to Care SW

- Improve the recruitment and retention to adult private, voluntary and independent social care roles in the partnership geographic area.
- The focus will be on the recruitment of care and support workers, and other key adult social care staff in community-based personal care, care homes, learning disability and mental health.
The other side of care work

It's not just about assisting people with their daily routines. It's about supporting others to live the best lives they can and be as independent as possible.

We are looking for people to become Care and Support Workers. If you have the right values and are keen to learn, there are so many opportunities for you in care and health.
Starting your career

Looking for a career change, returning to work, or starting your working life? There are many opportunities for career development in care and health.

If you want to make a difference, somewhere in your community there's a job that you can do to help others. You don't need any previous qualifications or experience, as you will be supported in the workplace.

For information on starting your career, visit Skills for Care.

For information about a career in health, visit Health Careers.

Need support looking for a job?

The National Careers Service offer a range of support services, including advice on how to produce a CV, interview skills, and job search techniques. This free service is available to all adults who are in receipt of a Job Centre benefit.

To request support, visit the National Careers Service.

Apply for a job in care and health now.
Proud to Care SW Campaign

- Google Search advertising
- YouTube pre-roll video advertising
- Facebook advertising
- Sky TV
- Online job boards – Fish 4 Jobs and GradSouthWest
- Press advertorial and editorial
Proud to Care SW Highlights

- 26,500+ clicks to www.ProudtoCareSW.org.uk
- 85,500+ views of the film clips
- 550,000+ views on Sky TV
- 1641 clicks through to www.ProudtoCareDevon.org.uk
- Successful and cost effective Facebook activity
- Free print editorial across 12 regions
Proud to Care Ambassadors

- 100 Proud to Care Ambassadors, who are front-line health and social care staff in Devon.
- Our goal is to have at least one Proud to Care Ambassador, representing the health and social care sector, at every school, college, university, job centre and apprenticeship careers event across Devon!
Organisations involved

• 18 private care providers
• Royal Devon & Exeter Hospital
• Northern Devon Healthcare Trust
• Torbay & South Devon NHS Trust
• Livewell South West
• Devon Partnership Trust
• Devon County Council
Careers Events
Dan and Lee, Proud to Care Ambassadors at Exeter College
Feedback on Devon’s involvement in Skills for Care’s pilot for Integrated Health and Social Care Ambassadors:

“I was impressed with the level of commitment that we observed in Devon and the overwhelmingly positive feedback from the stakeholders and Ambassadors we met on the visit.”

Project Manager, Evidence & Impact, Skills for Care
I HELP ROB PLAN FOR HIS FUTURE

NOT JUST THE WEEKLY SHOP
Questions and feedback
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