

# Establishing an effective recruitment campaign to encourage a career in care

## Kent County Council

Following discussions with local care providers about the impact of COVID-19 on staffing levels, Kent County Council (KCC) worked quickly to establish a successful recruitment campaign, Care for Kent, which saw 280 applicants express interest in a career in care during the four weeks the campaign ran early in the pandemic. Over 80 providers submitted 265 vacancies for the campaign.

KCC adapted existing marketing collateral from a previous recruitment campaign and worked with TMP Worldwide, a media agency, to create a [campaign film](#) which ran on social media for the first two weeks and alongside a local radio campaign for the final two weeks. The social media engagement placed greater emphasis on values rather than qualifications. A variety of digital adverts were produced by the local radio station KMFM and used on their website. TMP were also shortlisted for a Recruitment Marketing Award for their work on the Care for Kent campaign.

A landing page was set up on the Design and Learning Centre [website](#), where campaign responders were diverted via campaign activities such as social media posts, tweets, radio adverts and a radio interview.

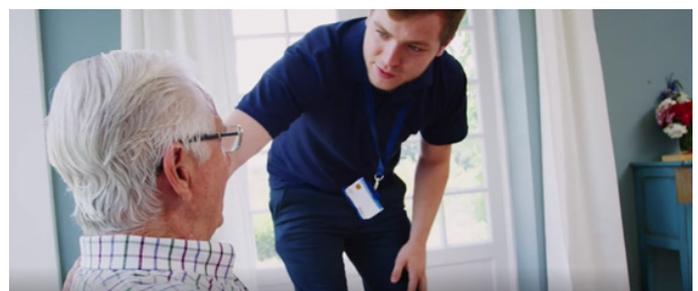
On the landing page applicants were encouraged to complete the expression of interest form which was then automatically submitted to the campaign inbox. In total there were over 8,500 clicks to the campaign page.



**“I have always wanted to work in care but didn’t know how to go about it, this campaign has been great for me!”**

Feedback from successful Care for Kent candidate

This initial process was made as convenient as possible for applicants, with them only needing to fill out basic details about themselves and a brief description about their previous experience and why they wanted to work in care.



Still from Care for Kent's [campaign video](#). The video received over 410,000 views on YouTube.

KCC contacted potential candidates within 48 hours of the form being filled in and they had a value-based conversation which enabled KCC to match the individual to the most suitable vacancy. The candidate was then recommended to the employer to follow up.

Whilst some candidates declined job offers or decided not to proceed with job applications, 23 people were offered a job which they accepted.

For KCC, the goal of this campaign was to support the care sector at its time of need and to ensure that all providers were able to maintain the very best quality service for people, despite the challenges presented by COVID-19.



**“It was also great to see young people express interest in a career in care, which they may not have considered if COVID-19 had not happened. It has shown that much more work needs to be done across the sector to help shape the workforce of the future – Care for Kent is just one example of how we can encourage people to view a career in care as rewarding.”**

Karan Jarvis Keysell  
Care Sector Workforce Officer, Kent County Council

### Top tips for establishing an effective recruitment campaign



#### Identify a need for the campaign

Care for Kent was established after KCC spoke to a number of local providers who expressed concerns about the impact of COVID-19 on existing staff teams, so there was a clear necessity for the campaign to be launched. If your feedback suggests that recruitment is not a high priority in your area, then reconsider how you can use your resources to support with the other priorities.



#### Make a plan

It goes without saying that you need to know how the campaign will work and what the desired outcome will be. However, don't be afraid to adapt the plan as the campaign develops and take lessons on board as you go.



#### Tailor how you communicate with candidates

A personal touch to conversations with candidates meant that people were more confident in approaching the KCC team about questions or comments. You should also consider the individual you are speaking to – for example, your approach to encouraging a young person to work in care will be different to someone who has years of experience in the sector.