

Supporting distance recruitment

Recruiting enough people with the right values to provide quality care has never been more important. The sector now needs to recruit staff and volunteers quickly.

Applicants may come from different sectors and have very little idea of what working in care is like. Potential recruits can't visit care establishments to find out more and adverts are likely to provide limited information. It's vital that anyone interested in working in care understands what it is like to do the job and the type of person you need to be so they can assess their suitability for a role.

There are plenty of ways Ambassadors can support distance recruitment and positively promote working in care.

What can an I Care...Ambassador do?

Host video or audio calls with prospective recruits



Explore the digital solutions for video and audio calls



Learn more about some of the digital communication and collaboration tools here



How can this help?

I Care...Ambassadors can use first-hand experiences to explain what working in care is really like and how much they love what they do.

Top tips



- Be positive but honest about the job role
- Include key things you want to get across:
 - what a typical day is like
 - the rewards and challenges
 - the type of person you need to be to do the job
 - Any challenges related to Covid 19 that may be short term e.g. wearing PPE, restrictions on family visits to residents and going outside
 - How staff are supported
 - Why you love working there and doing the job
- Encourage people to ask questions
- Promote [A Question of Care](#)

What can an I Care...Ambassador do?

Create a video recruitment campaign

- ✓ Use social media to promote working in care and your service



How can this help?

I Care...Ambassadors can highlight all the positives about delivering great care and working for an organisation.

Top tips

- Quick videos can be made easily on phones
 - Make sure the video is made in good light, with limited background noise
- Think about including people who receive care and support
 - Always get permission from people to video them



What can an I Care...Ambassador do?

Become a buddy or mentor

- ✓ Give people who have never worked in social care before some extra support

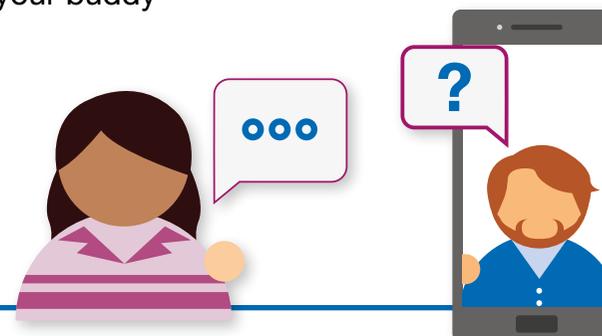


How can this help?

I Care...Ambassadors can use their knowledge and experience of the sector to support new recruits before they start and in those early days and weeks to help them settle in quickly and stay longer.

Top tips

- Buddy up where possible with someone who is doing a similar role
- Use a video or audio call to get in touch with successful candidates after the interview and before they start, and then keep in regular contact with your buddy



For further information and resources to support the safe and rapid recruitment of staff visit www.skillsforcare.org.uk/safeandrapid