



*I care...
Ambassadors*

I Care...Ambassadors

**Helping to recruit and
retain the right people**

www.skillsforcare.org.uk/icareambassadors

recruit
develop
lead

I Care...Ambassadors are care workers who motivate people to understand more about working in social care. What makes them so special is that they've been there and have experience in the job they're promoting.

They bring careers in care to life, and provide a range of careers activities in schools, colleges, job centres and their own workplace to inspire people.

Did you know...



It can cost around **£3,500** to recruit and induct a new care worker, and with around **390,000** care workers leaving their jobs every year it's important to recruit the right people who will stay with you.

I Care...Ambassadors can help you do that.

Motivate your workforce

Being part of the initiative is a great way to motivate and retain staff. They will build their skills and confidence attending events and talking to new people about why they love their job.

Being an *I Care...Ambassador* has benefitted me a lot. I've learnt a lot about people. I think I've become a bit more independent myself, I was a bit shy, but I'm not shy at all now!



Chris Goode,
Senior Support Worker



Boost your business

As an employer, you can sign up and nominate your staff to become ambassadors.



Your staff are the best advert for your business and can talk about the great work they do for you. It's also an opportunity to raise the profile of your business by building relationships in your community.

Recruit new workers

Hearing from an ambassador can make a real difference to those looking for career information. It's a chance to dispel any myths and negative misconceptions about social care, and recruit workers with the right passion and values.

In a recent survey, there was an **increase of 23%** in people interested in a career in care after hearing from an ambassador.



We found that our involvement in the *I Care...Ambassador* initiative has been very beneficial, in the sense that we believe that we have tapped into a rich seam of employment talent.

David King, Registered Manager

We're here to help

- A dedicated support team is on hand to answer any questions.
- Get access to an exclusive Resources Bank of information and ideas to help you deliver fun and engaging activities.
- Personalise your resources and website with the *I Care...Ambassador* logo.
- Your details will be available to thousands of teachers, careers and employment advisors.

Sign up and be proud of what you do.

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Skills for Care
West Gate
6 Grace Street
Leeds
LS1 2RP

T: **0113 245 1716**
E: **info@skillsforcare.org.uk**

skillsforcare.org.uk