

Examples of job advertisements

Including your workplace values in job advertisements means that right from the start, you're clearly communicating what's important to you as an employer and what you look for in employees. Below are some tips and examples to help you create your own values-led job adverts.

Tips

- Job adverts do not need to be formal. Think of ways you can encourage people with little or no experience to read your advert and respond. A friendly, open tone might attract the right people.
- Share your values in your job adverts and ask directly. Ask 'do you share these values?', 'are these values important to you?'. Or you could share your values via questions in a catchy headline, for example 'do you like helping people?' 'do you have a caring nature?' or 'are you caring, reliable and friendly?'
- Don't be afraid to specify when a qualification or experience is essential. However, if experience is not necessary for the role, make this clear in your advert. Let people know that you are looking for someone with the right values and behaviours and that the right candidate will be supported to learn any necessary skills.
- Think in advance about what you want people to do in response to your adverts. Do you want people to phone for an informal chat or will that be difficult to resource? Would it be easier to run a 'drop-in' coffee morning where you could chat with potential candidates in an informal setting?

Example one: Support worker

We're [ORGANISATION NAME], a residential care service in [LOCATION] and we provide a range of care and support services for our older residents, some of whom have dementia. Our main priority for this job role is to find people with the right values, behaviors and attitudes that match our own! We're seeking to recruit some great new support workers; people with the right values and behaviors to work in our residential care service – could this be you?

You don't need to have previous experience in this field, nor do you need qualifications – we're happy to work with you to help you become an excellent care worker

Above all we want someone that shares in our values. These are:

- a **commitment** to quality and being the best we can
- treating the people we support with **compassion**
- showing **dignity** and **respect** to the people that they will be working with
- having **trust** and **respect** for all members of our team.

The duties are varied and no two days will be the same. Our residents are individuals and they all deserve to be treated as such. However, as a general guide, duties may include some support with personal care needs, as well as help to take part in a wide range of special interests and activities that support their health and wellbeing such as arts and crafts, watching the footie, drama, musical evenings, gardening, shopping trips and social occasions.

Interested? To find out more, please call [PHONE NUMBER] for an informal chat or complete your application at [WEBSITE ADDRESS].

We're holding an informal coffee morning on [DATE] pop in and have a chat – we'd love to meet you.

Example two: Team leader

We are [ORGANISATION NAME], a high quality care service in [LOCATION], who are passionate about supporting adults with learning disabilities. We're seeking to recruit a team leader who is able to encourage a workplace culture based on respect and dignity for those in need of care and support. You'll also need to provide supervision and values-led management to a team of new support workers.

We're keen to recruit someone with the right values and behaviours who can help us ensure our workplace values are at the heart of everything we do. Our values are:

- **We are Inclusive.** People with a learning disability are at the heart of everything we do.
- **We are Caring.** We treat everyone with respect and kindness.
- **We have integrity.** When we promise something, we don't let people down.

Do you share these values? If so, read on...

As team leader, you'll oversee the development and implementation of care plans that are designed to provide meaningful choice and support to those in need of care and support, so they can access services to help them lead the life they want. We're looking for people who will instill a culture of continuous improvement, through dialogue with people who need care and support and their carers.

You'll also be able to demonstrate experience in managing and developing staff, alongside leadership abilities and excellent communication and interpersonal skills. You should also have a minimum of [x] years' management experience within the learning disability sector and hold a minimum of an [xx] qualification.

If you have the right values for [ORGANISATION NAME], you will be supported by a programme of continuous training and development. If this sounds like the right opportunity for you, or to find out more, please call [PHONE NUMBER] or complete your application at [WEB ADDRESS].

Example three: Job advert from Warrington Community Living

Working for a charitable organisation can make a big difference to your role. We are a values based company who put the people we support first. The organisational purpose is focused on the people we support and making a difference to them. Warrington Community Living don't need to make a profit, we just need to make a difference!

If you are interested in working with us and feel that you have the right values to make a difference then please click on the links below to take you to the current vacancies at each location.

Who we are looking for:

We are looking for people who care regardless of qualifications or experience. We care more about you sharing and demonstrating our values, which are:

- Seeing the possibilities to make positive difference.
- Valuing and celebrating individuality and diversity.
- Supporting rights, needs, choices and dreams.
- Being responsible, sustainable and innovative in our work.

If you do share our values and care, we want you!

We will give you all the training and support you need, such as obtaining a qualification in health and social care.

You will be supported by the organisation to make a difference by not only providing personal care to the people we support, but supporting them to take part in a wide range of activities, including arts and crafts, drama, musical evenings, gardening, shopping trips and social occasions.

Please note that all of our positions require an Enhanced DBS check in relation to Children and Adults.

Can you show us how you would treat the people we support, with the dignity and respect they deserve? Are you courageous, willing to champion quality, and raise concerns?

For an Application Form please click here to download

For a Support Worker Job Description and Person Specification please click here to download