Registered managers webinar: Maximise recruitment

Skills for Care webinar, in partnership with Neil Eastwood, CEO and Founder, Care Friends
Monday 18 July 2022

Here is a list of questions raised during the webinar, with responses provided by Neil Eastwood.

All of our recorded registered manager webinars on a variety of topics, including this one, can be found on the website here.

Questions

What do you mean by listing benefits in a job advert?

- The job advert body copy should not all be focused on what you need from the applicant (e.g., driving licence, willingness to work unsocial hours, etc.), but it should also sell the job. Listing the benefits available (such as free Netflix, wellbeing support, day off on your birthday or whatever you might offer) will help you stand out.

Why do you suggest not specifying pay rates in a job advert?

- I recommend always showing pay rates in a job advert. This is on of the main ways internet job board applicants select which jobs to apply for (although pay rates don't affect retention nearly as much).

Regarding the use of recruitment websites, they have an employer feedback form which at times, allows previous or existing staff to leave feedback about the employer. Do you feel this could hinder potential candidates coming forward for roles from the feedback given on these forms?

- Yes, I am not a fan of these as they attract disgruntled ex-staff or simply mischievous ratings. Reviews don't help the employer and aren't an accurate or often recent enough picture of what it is like to work there.

Indeed tells you that if you write anything in a job advert other than a specific job title, i.e. 'support worker' or 'care assistant', and you add location or additional wording around bonuses, that your job advert does not meet its compliance standards and will need to be sponsored and will not receive applications. Sometimes they won't even post it. Do you have any tips on how to overcome this?

- An internet job board is, of course, focused on revenue generation. Employers regularly report of threats that free adverts do not comply or will be blocked. It is increasingly hard to use free adverts effectively. I would expect to allocate a budget to advertising but test regularly and measure the return on your investment carefully.

I see often that certain demographics, e.g., 55-year-old women, as the target market. Do you feel current solutions for recruitment only cater to current dominate demographics that work in care (around 80%) and therefore the solution is fuelling the problem? Are there solutions to increase recruitment of young men, for example? How do we make our workplaces attract/attractive to people outside the 80% demographic?

- We are in a workforce crisis, and it will be much easier to convert job seekers who have the values we seek – also known as a 'calling for care'. Statistically this will be an older female demographic. Recruiting younger people – especially younger men – will be more of a challenge but by diversifying our recruitment sources, we can attract a wide range of demographics. Younger men who have a sibling with a disability, have cared for a parent or are more emotionally mature through experiences they have had will be much more likely to both take a job in adult social care and stay.

How do the referral payments on Care Friends work for employees? Is it taxable and added to pay slips?

- Yes. In the vast majority of cases, it is a discretionary bonus which is subject to deductions.

Regarding the Care Friends app, can we personalise the picture for our nursing home?

- The job advert is personalised (logo, picture, working and video) and the app colours can be customised to company colours.

Have you had any feedback from I Care…Ambassadors?

- I Care…Ambassadors are helping people to make informed decisions about their careers. The Skills for Care website has information on how I Care…Ambassadors can recruit staff and volunteers quickly, and how they can support distance recruitment and positively promote working in care.

What are your thoughts on asking candidates to complete training prior to joining your organisation?

- If it is paid, then the more we can do to engage those who have accepted a job offer, prior to start, the better. However, you might want to monitor drop-out rates to ensure it is cost effective to do.

You mentioned goody bags as part of a welcome programme. What do you put in the goody bags?

- Popular items would be a branded fleece, thermal cup, torch, de-icer (in winter), their favourite chocolate bar or snack (as during the application process), enamel pin badge, lanyard, etc.

Do you think guaranteed hours' contracts make a difference in homecare?

- Yes, but they aren't for everyone nor are they practical to offer for all homecare providers. Offer a range of contracts, if you can.

What are the best ways to recruitment without using job boards or social media?

- Employee referrals are the best way. Asking leavers to return and community outreach can also generate high-quality candidates. International recruitment can be effective, but it is expensive and requires significant resources.

How do we slim down the application form when Regulation 19 requires us to obtain a certain amount of information from applicants?

- Simply ask the minimum up front and collect the other information during the application process after you have built a relationship with the candidate. You don't need to ask everything up front (good example: National Insurance Number of work history).

Is there an example of a 'stay' interview rather than an 'exit' interview?

- Stay interviews probe the recent joiners' experience. Example questions would be:
    - How was your experience of being recruited?
    - What can we improve?
    - How do you like to be recognised/appreciated?
    - What do you like most about this workplace?
    - What is challenging about this workplace?
    - What would have helped you feel more prepared?

Have you got any tips for recruiting drivers? We are struggling to recruit them because of the cost of living and fuel costs increasing. We have tried advertising at petrol stations, taxi ranks, etc. Any ideas?

- Target older demographics. Generally older workers will have less financial pressure and can afford to run a car. Business insurance will be lower. They may consider the costs of running a car for work as a price to pay for a rewarding job (like a volunteer mentality if you like). Perhaps consider leasing an electric car or bicycle, if practicable?