



## Using job adverts to sell your workplace values

There are many ways of advertising your jobs including:

- f* job boards and recruitment websites,
- f* on your own website,
- f* in local papers, local shops and community noticeboards,
- f* in social media (Facebook, Instagram, Twitter, LinkedIn),



## Example adverts to attract staff who share your workplace values

### Example one: Support worker from Exemplar Health Care (2020)

If you are an exceptionally caring person you will want to work in our exceptional care home.

You will soon see that we are not a standard care home, but a bespoke person centred care home and our staffing level reflects we are able to go that extra mile every day.

Key duties:

Want to work in our exceptional care home? We are able to go that extra mile every day.



### Example three: Support worker 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:

- f* Seeing the possibilities to make positive difference.
- f* Valuing and celebrating individuality and diversity.
- f* Supporting rights, needs, choices and dreams.
- f* 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 [WEB ADDRESS] to 1 (S)1 (I)2 ( )10 (t(9oad.06 0/TT1 1 Tf

## Example four: PA

I am looking for a caring and empathetic person to join my small team as my personal assistant (PA).

Experience of care and/or spinal injury preferred, but not essential as full training will be provided. For me, it's more important that I recruit someone with the right values and behaviours.

I have four key values that I look for in new PAs:

- f* a consideration to diversity
- f* knowing when it's appropriate to step in and help
- f* maintaining a balance between caring and supporting
- f* a willingness to learn.

If you can treat people equally regardless of their culture, religion, age, race, sexual orientation or disability, can empower, encourage and respect my right to make my own decisions and choices about how I want to be cared for and are happy to learn new skills and not be afraid to say when you've done something wrong, I'd like to hear from you.

Daily tasks will include helping with washing, dressing and personal care, shopping, cooking and assisting with household tasks. Care to be provided will be on a one to one basis.

You will be keen to learn ear





## Example Social Media Posts

From Adult Social Care Recruitment Campaign – Made with Care [Recruiting social care staff \(adultsocialcare.co.uk\)](#)

- f* With different kinds of roles for different kinds of people, you can find the right job for you in adult social care. Start your career in care at <provider to add details of website or email address> #MadeWithCare
- f* As a care worker, you can work flexibly to fit around your life. There are jobs available now in <area> - find out more <provider to add details of website or email address> #MadeWithCare
- f* Start your career in adult social care and you can work flexibly in a job to be proud of. Search for jobs at <provider to add details of website or email address> #MadeWithCare
- f* Bring your personal qualities and we'll provide all the training you need. Apply for a care worker job in your local area at <provider to add details of website or email address> #MadeWithCare
- f* As a care worker you'll get full training on-the-job. All you need to get started are your personal qualities. Ready to apply? <provider to add details of website or email address> #MadeWithCare
- f* We're looking for care workers in <area> right now. Apply now and support others to live fulfilling lives. Ready? <provider to add details of website or email address> #MadeWithCare
- f* Could a career in adult social care be the right move for you? There's only one way to find out. Talk to us about the jobs we're recruiting for in your area today <provider to add details of website or email address> #MadeWithCare
- f* See what you could make possible with a career in care. Find out about jobs at <provider to add details of website or email address> #MadeWithCare
- f* With a career in care, there are lots of opportunities to continue training and gain qualifications while you work. Find out more at <provider to add details of website or email address> #MadeWithCare