

Registered managers webinar: Maximise recruitment

Skills for Care webinar

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’. Stat

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?