



Department
of Health &
Social Care

CARE

SUPPORTING YOU TO FILL YOUR VACANCIES

The national adult social care recruitment campaign, 'Made with Care', is currently live and will run continuously until March 2022, helping you recruit the dedicated staff you need by inspiring people with the right values to consider a career in adult social care; increasing the number of quality candidates applying for your vacancies.

Converting interest into applications

With TV, radio and digital advertising, the campaign is driving awareness of adult social care as an inspiring and fulfilling career choice. By running local recruitment activity at the same time, you can harness this awareness and help fill your vacancies by attracting people who have been motivated by the national advertising campaign to apply for your roles.

By following these three steps, you can ensure you're benefitting from the national recruitment campaign at a local level.

- 1. Advertise on DWP 'Find a Job' to display your vacancies on the campaign website**
Use the campaign activity to your advantage by making sure jobseekers can find your vacancies on www.adultsocialcare.co.uk by following these instructions. It's simple and quick to do and will make sure you have access to some of the best candidates.

- 2. Use the free resources**

Download and use the free campaign partner toolkit, which includes digital and print ready campaign resources and helpful marketing advice. You can use the materials at any time, not just when the campaign is running.

- 3. Local recruitment activity**

Make the most of the awareness the campaign is driving by running local recruitment activity at the same time. This could include local recruitment events using the printable campaign materials, or a social media campaign that makes use of the digital campaign materials, as well as your own. You will be able to find expert advice and templates on this from the [campaign resource centre](#).

Visit adultsocialcare.co.uk to upload your vacancies and download easy to use campaign assets, templates, and expert advice.

Don't forget you can find out more about the campaign and how to use the materials by reading the [campaign toolkit](#).

made with CARE