



# How do I attract quality candidates?

Job Adverts



**GOODCARE**  
Hertfordshire

**#GoodCare**

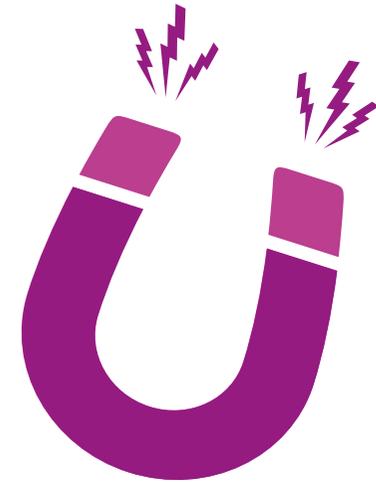
# 1

## What is the importance of having a good job advert?

It's your first chance to 'sell' your role to a potential candidate



It is your first impression to a potential candidate



A good job advert will help you attract the right candidates



There are thousands of other care and support vacancies, what makes you stand out?

# 2

## Top tips!

Think about what you would be looking for if you were applying for this type of role. Put yourself in the candidates shoes.



Each candidate will have different motivating factors. You need to appeal to the vast range of people looking for a job in the adult care sector.



What are your business values and vision? Is this portrayed in your advert?



Don't forget the basics: pay, location, hours, shift patterns available.

Wouldn't you want to know where and when you will be working and far you have to travel?



What are the benefits of working for you?  
What do you give back to staff?



Make your advert reader friendly and down to earth. Remember the candidate has to buy into your advert so it needs to grab their attention.



Think about flexibility are you only looking for people with experience or are you open to individuals new to care? Do you have any shift patterns that could care to parents to suit their childcare needs?



Keep the candidate in mind when you are writing an advert. Be clear and concise in your wording.



# 3

## Job advert template

Who are you and what does your company do?

Keep this section concise and engaging

HCPA Care is offering an exciting opportunity for you to work for us as a care assistant. We are a small home care company providing support to individuals in their own homes in Welwyn and Hatfield. The needs of the individuals we support vary but many are elderly, some live with dementia, and/or physical or learning disabilities. Our company goal is to provide the highest standards of care, as we would expect to be cared for ourselves. We are looking for you to join the team as a care assistant to provide person-centred care to our clients based on their individual needs.

Who do you provide support to?

What is the purpose of the role?

# 4

## Why work for us?

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- Earn £9 per hour on weekdays and £10 per hour on weekends if you are new to care
- If you have level 2 qualification/experience, you will then start at £9.50 per hour
- If you have level 3 qualification/experience, you will then start at £10 per hour
- The pay scale increases based on length of service, experience and qualifications
- You will be paid start to finish and we will pay you for mileage between calls
- Work close to home
- Various shift patterns are available, let us know your availability
- Full-time and part-time contracts available
- Apprenticeship opportunities available
- You will spend a minimum of 30-minute visits with each person
- We are dedicated to developing you and can provide training to help you progress
- Events for clients throughout the year, which you can be involved in
- Team building days
- Free uniform
- We will pay for your DBS (CRB) check
- Refer a friend bonus scheme
- Become a Care Academy Affiliate and have access to discounts, offers and deals from Herts Rewards
- Pension scheme enrolment

What do you offer to people who already have experience & qualifications?

Candidates want to know exactly how much they are getting paid

Guaranteed hours are attractive

Instil confidence in potential candidates

What do you offer to show staff you care about them?

Have your staff signed up?

Pay scales are important to retain staff

Opening up to more candidates

A requirement of the role so you should be paying this as the employer

## ***What does the role involve?***

You will be helping our clients to live their lives as independently as possible in their own homes, supporting them to make choices about their care, be involved and have a voice. You will help them with their everyday living, this may include:

1. Daily Living - Assist clients with going about their daily life, from support with medication, to preparing meals, and helping them to keep well. For example: prompting/administering medication, meal planning and preparation, assistance with eating and drinking, helping individuals with reduced mobility to move around, assisting with life skills such as cooking, budgeting, tidying and laundry.
2. Community - Accompany clients accessing the community and attending their chosen activities in line with their personal care and support plan. For example: shopping and leisure activities, exercising, attending medical and other appointments. This can include liaising with health care professionals.
3. Companionship - Build professional relationships with clients, assisting with their emotional, social and spiritual needs whilst encouraging independence and choice
4. Personal care - Support service users with their care needs in line with their individual care plan. This may include assisting with personal care as required by the individual. For example: supporting to get dressed, supporting to use the toilet, support with bathing, shaving, skin, hair, foot care and dental hygiene.

This list of tasks and duties is not exhaustive and varies from client to client, depending on their individual care plans and their requests for their own care.

*Make this section personal*

*Show your values again*

*Make this informative but concise*

*Show again that it is person centred*

# 6 What does the ideal candidate look like?

The right values are most important

You can also split this section into what is desirable and essential

Open up to inexperienced candidates

## **What kind of person are we looking for?**

- If you have a caring and compassionate nature, and really want to make a difference to someone's quality of life then this role could be right for you
- You do not need experience as we will provide full training and inductions to ensure you are fully confident before providing care on your own
- Due to visiting individuals in their own home, we do prefer drivers, although we have some shifts where you are able double up or walk between calls
- If you are able to commit to working shift patterns between the hours of 7am and 10pm and have a willingness to do some weekend work then we want to hear from you

If you are interested in this vacancy and please apply by sending an email to [jobs@example.com](mailto:jobs@example.com) with your CV and cover letter. We will then give you a call to discuss your application further!

Make it personal

How flexible can you be?

Depending on where you are advertising you may want to add how to apply

Keep it open, if you are too specific you may put candidates off

Now you're ready to advertise your role!



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