Recruiting the Best Care Home Sector Talent with carehome.co.uk

Kathryn Lewis – Recruitment Specialist

IN THIS WEBINAR

In this Webinar we will be covering the following:

1. **Why you should use carehome.co.uk to help with your recruitment**

2. **Job posting and creating a great advert**

3. **CV search and how to set up alerts**

4. **Channelling organic job enquiries from your profile**

CARE HOME SECTOR STATS

Adult social care sector employs around 1.84 million people in the UK (2024)

The turnover rate within care homes sits at around 27%

Changes to Visa Sponsorship July 2025

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CAREHOME.CO.UK JOB SERVICES

Last 12 Months:

3.3 million visits

6.5K jobs posted per month

400K applications

170K CVs in total

89K email job enquiries

655K telephone job enquiries

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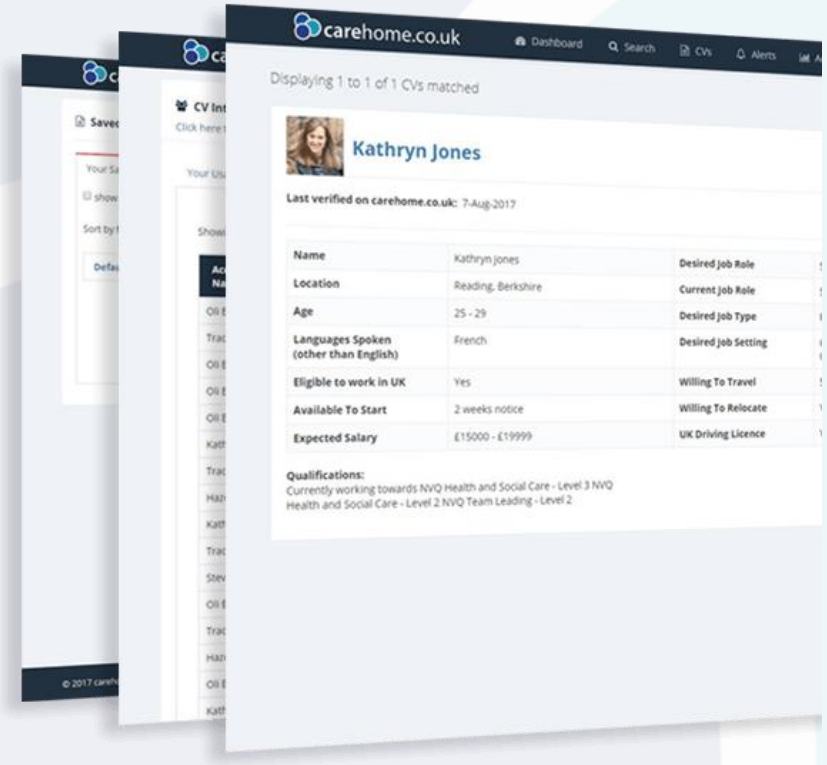
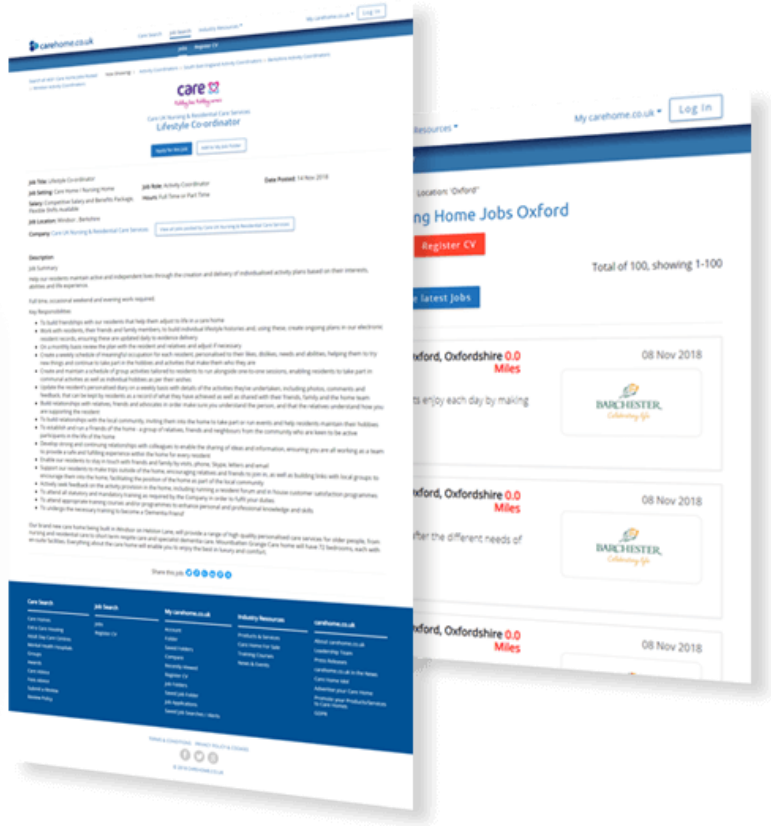
CAREHOME.CO.UK RECRUITMENT SERVICES



Jobs Board
CV Search Database



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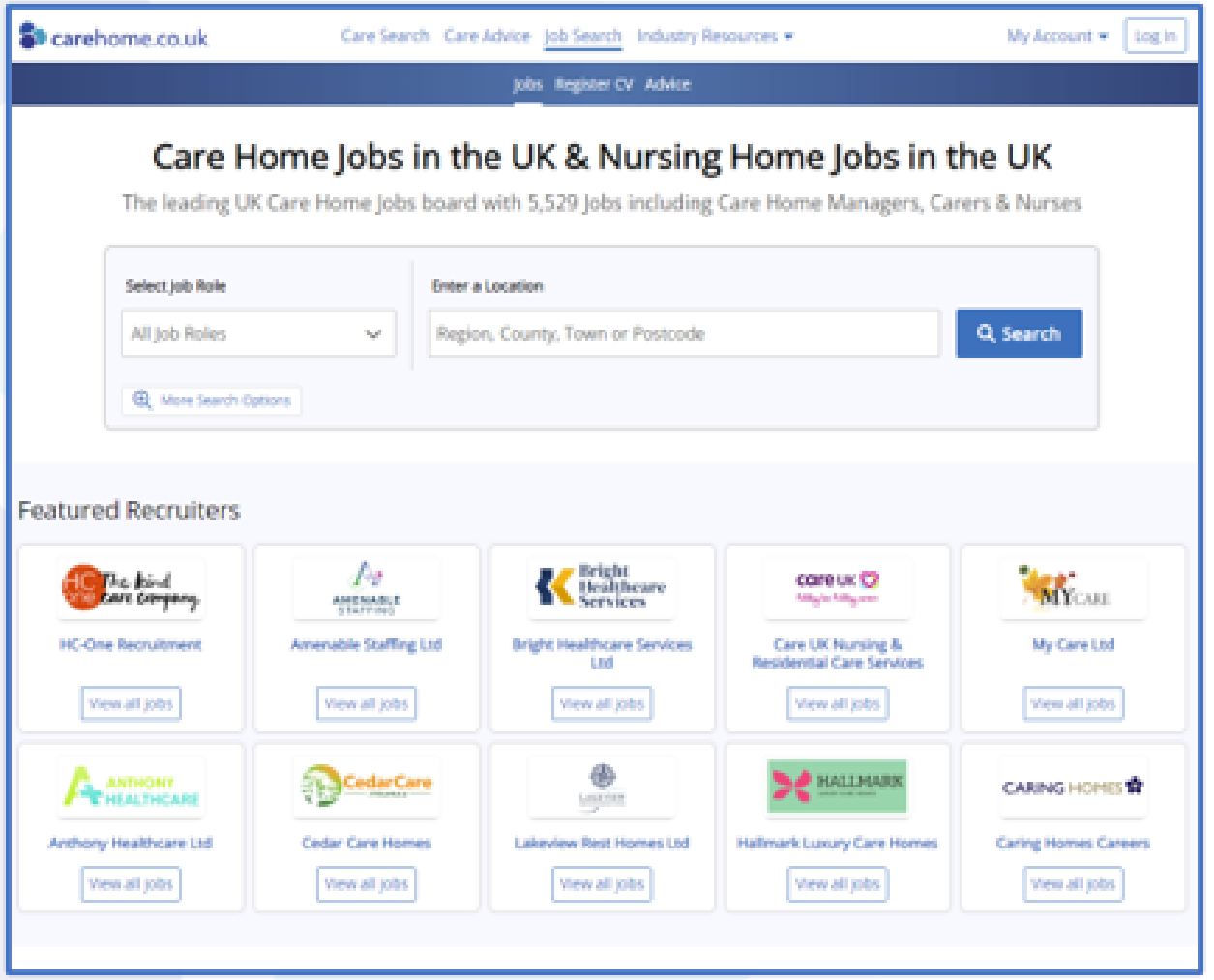
FINDING A JOB ON CAREHOME.CO.UK



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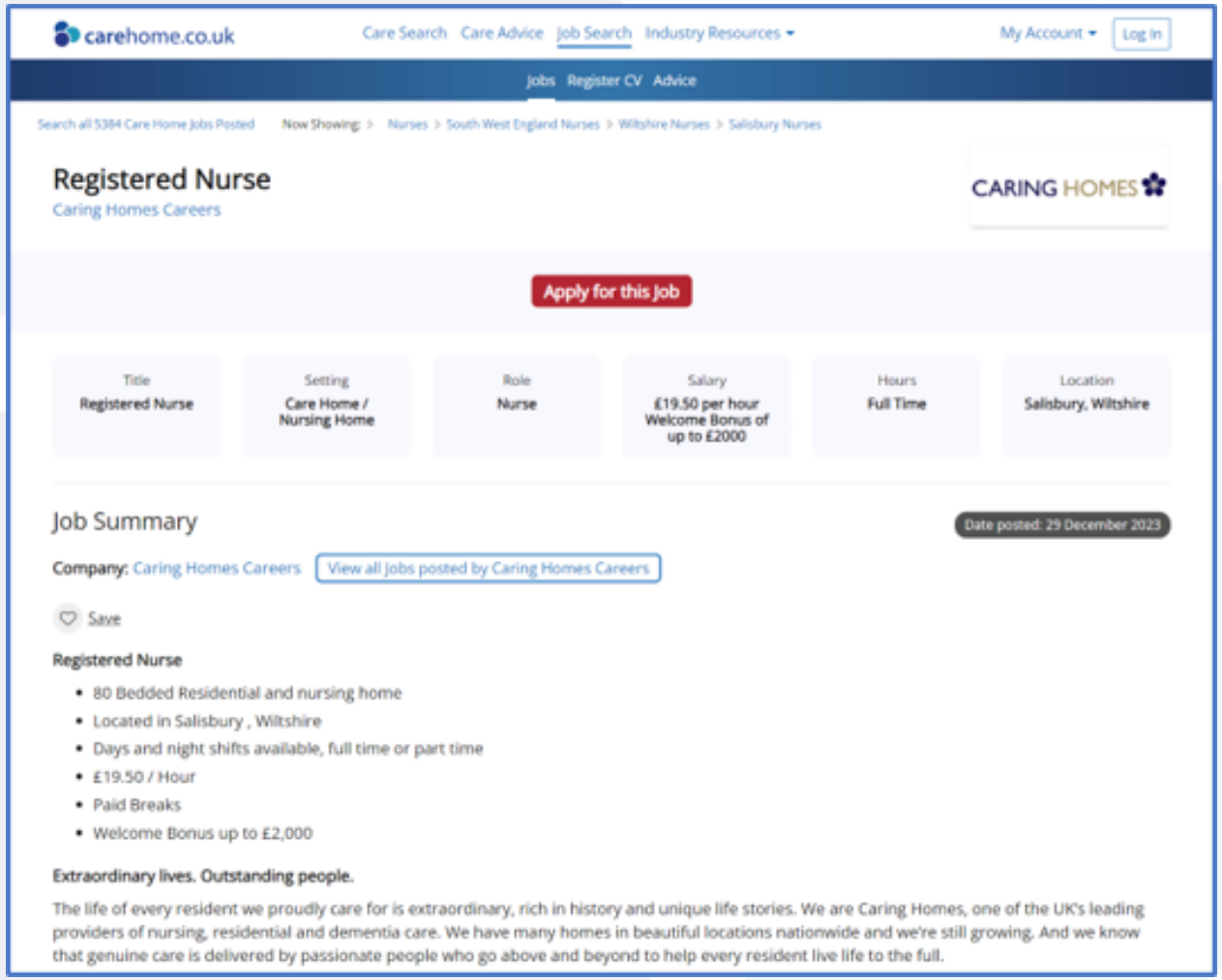
JOB CREDITS



Job credits included:

- **Enhanced 10 x Job Credits**
- **Premium 20 x Job Credits**
- **Platinum 50 x Job Credits**

1 job credit posts a job for 30 days

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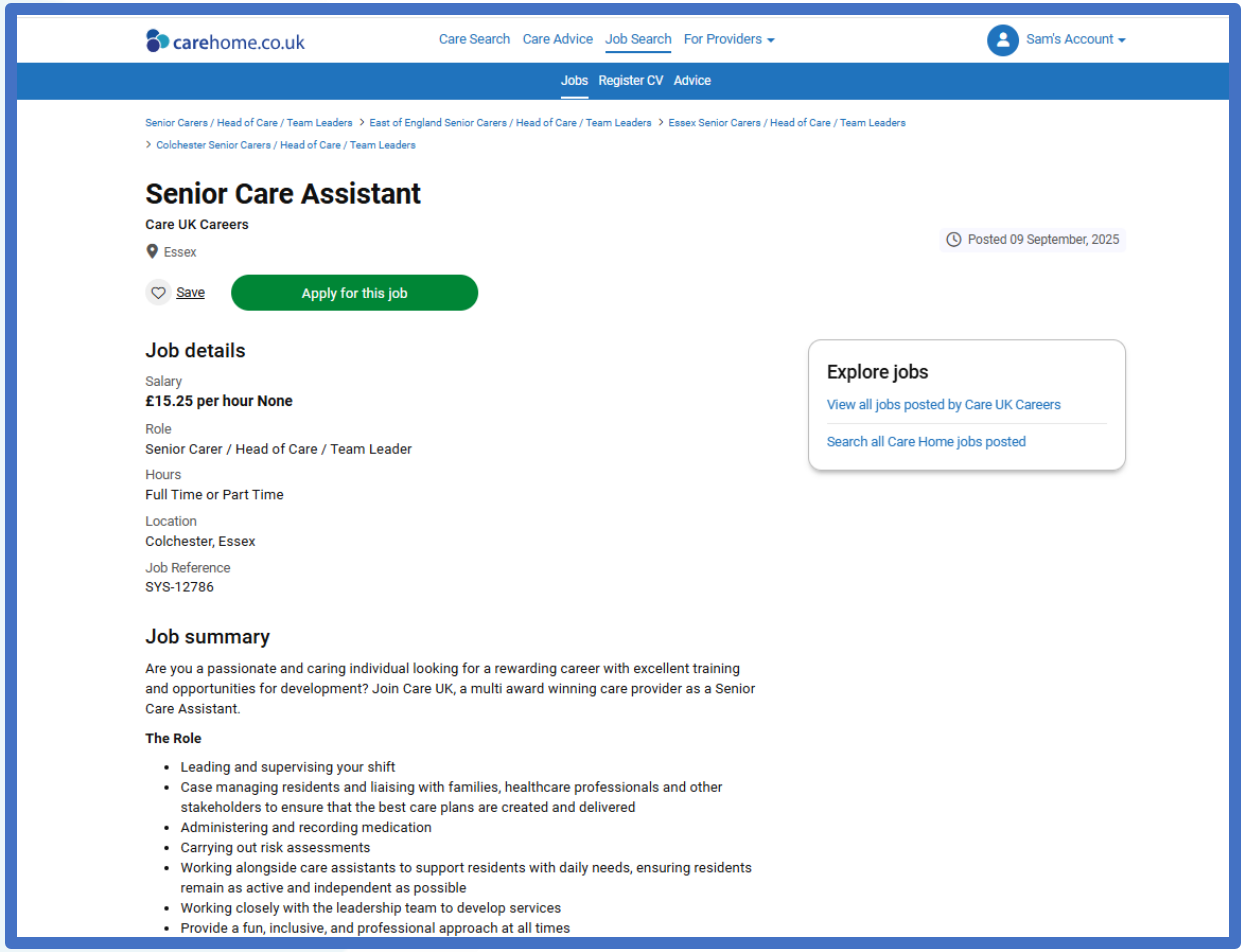
CREATING A GREAT JOB ADVERT

- Different to an internal job description
- Attraction tool
- Focus on benefits – including salary / hourly rate



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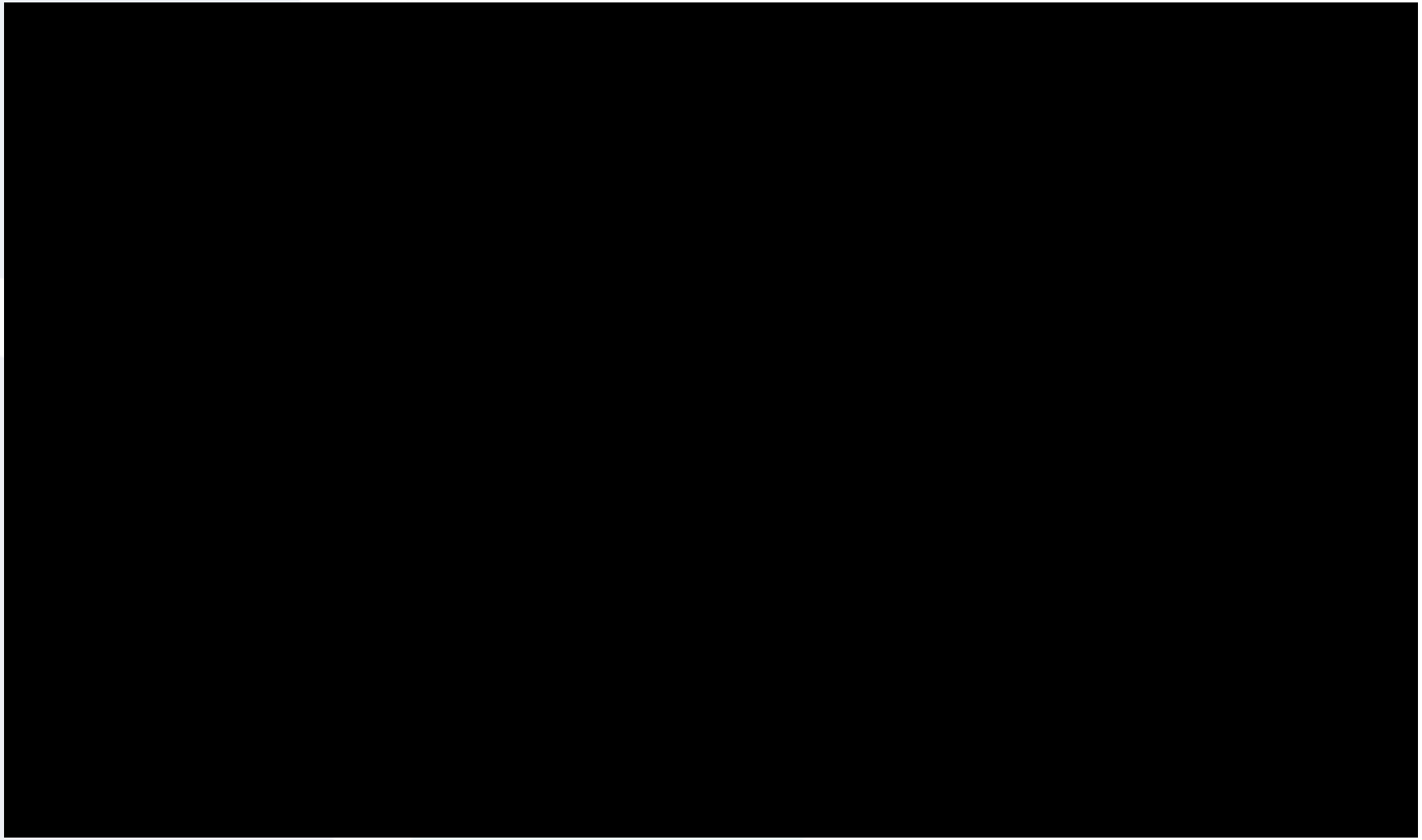

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WHERE DO JOB ADVERTS APPEAR?

Your job posts will also appear:

POSTING A JOB VIA INTEGRATION

There are 2 ways to integrate with carehome.co.uk to post your jobs – via an API or via an XML Feed.

1. We already have many pre-built integrations with companies including:

carehome.co.uk

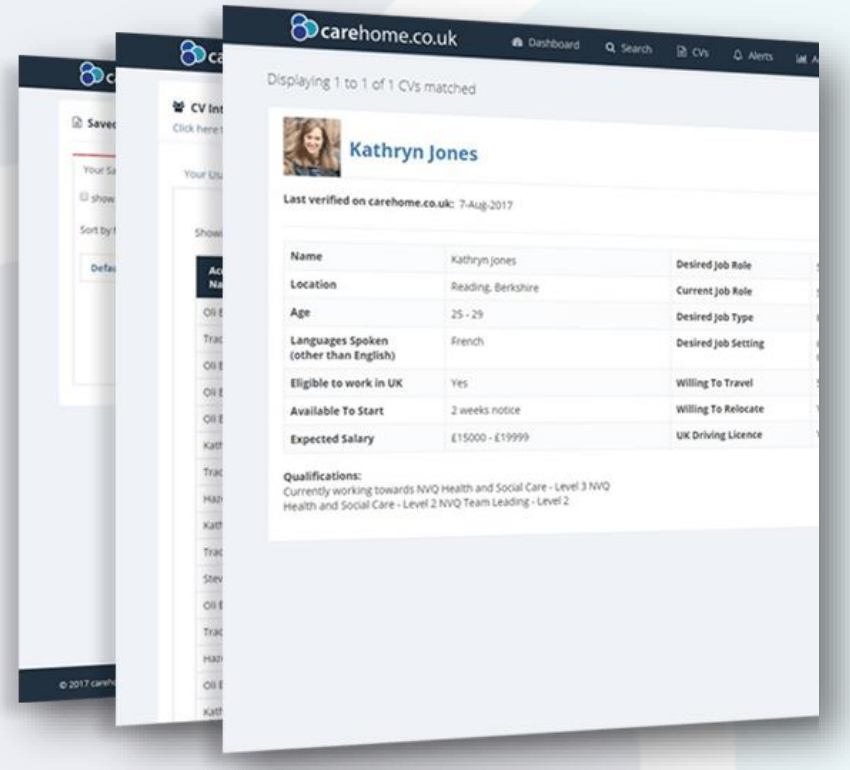
POSTING A JOB VIA INTEGRATION

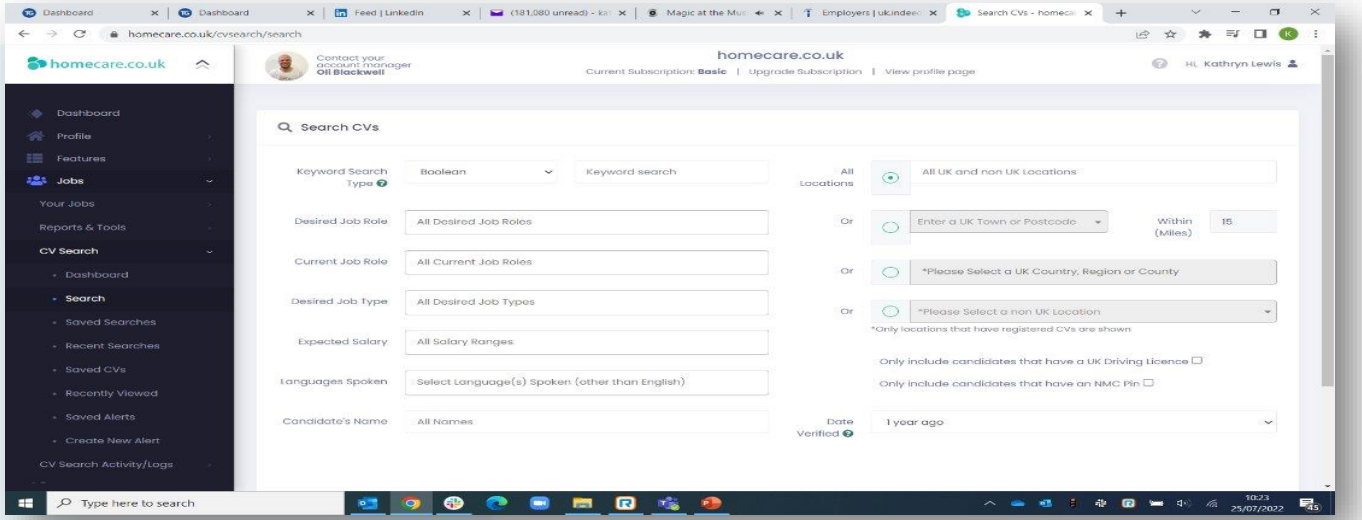
2. Alternatively, you can set up a new integration for your company or request one for a new partner using an XML Feed or our API:

XML Feed – This is a simpler means of integration that can require less resource to set up but gives slightly less control over how the jobs are posted. To use this method, you will need to visit our integration guide in your Control Panel.

API – This is the best method of integration though usually takes longer. You can access more information and have more control.

CV SEARCH





- Over 170,000 CVs
- Proactive way to recruit
- Alert function
- Platinum subscription
- Demo

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PROFILE JOB ENQUIRIES

- Over 660,000 profile enquiries in 2024
- Receiving a job enquiry

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PROFILE JOB ENQUIRIES

- Email and Call Channelling

Email The Grange Nursing Home

Please select type of enquiry

- ○ **Care Placement Enquiry** — Availability, pricing and care enquiries → care@thegrange.com
- ○ **Job Vacancy Enquiry** — Job vacancies or work experience → jobs@thegrange.com
- ○ **General Enquiry** — All other types of enquiries → enquiries@thegrange.com

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SUMMARY

- carehome.co.uk is the UK's most popular Care Home Sector dedicated Jobs Board with 3.3 million visits in 2024
- Job posting credits are included in your subscription and are extremely easy to use
- Each credit enables a job to be posted for one month
- Be creative when it comes to placing an advert – it's important to make it stand out
- Once posted, your job ads appear on Google and Adzuna, as well as carehome.co.uk
- Our integration with major ATS systems make the job advertising process easier
- Don't forget our CV search facility is available for proactive recruitment
- Visit our extensive Support centre for all aspects of the carehome.co.uk Jobs Service

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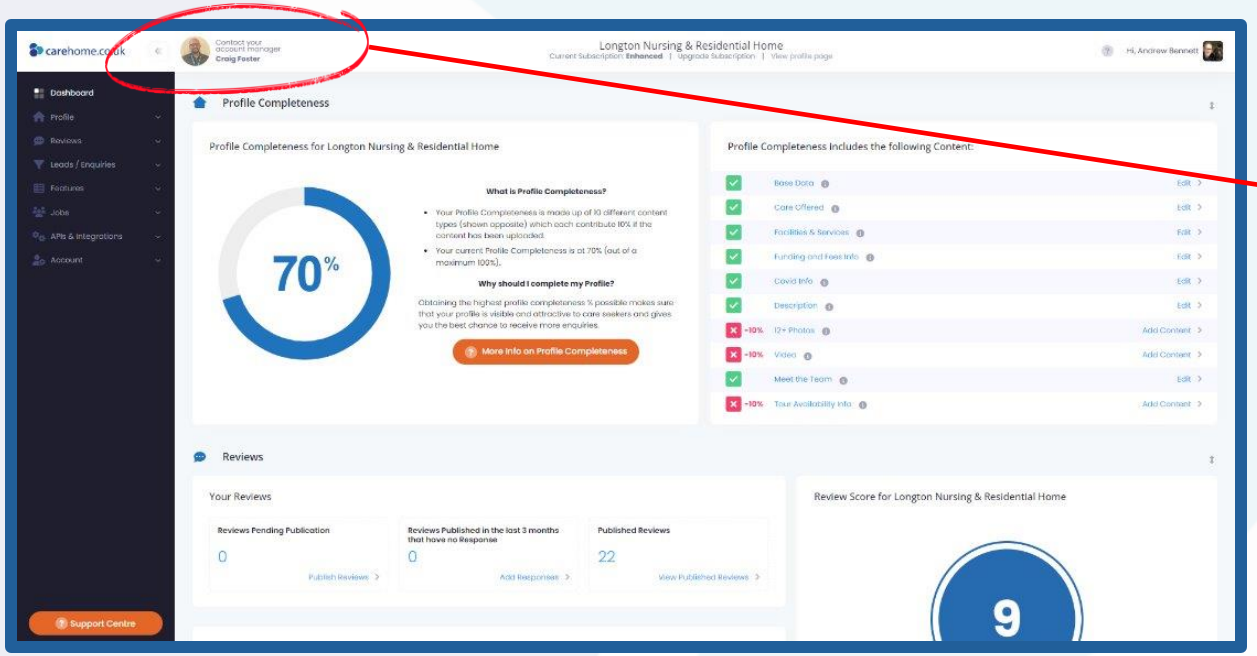
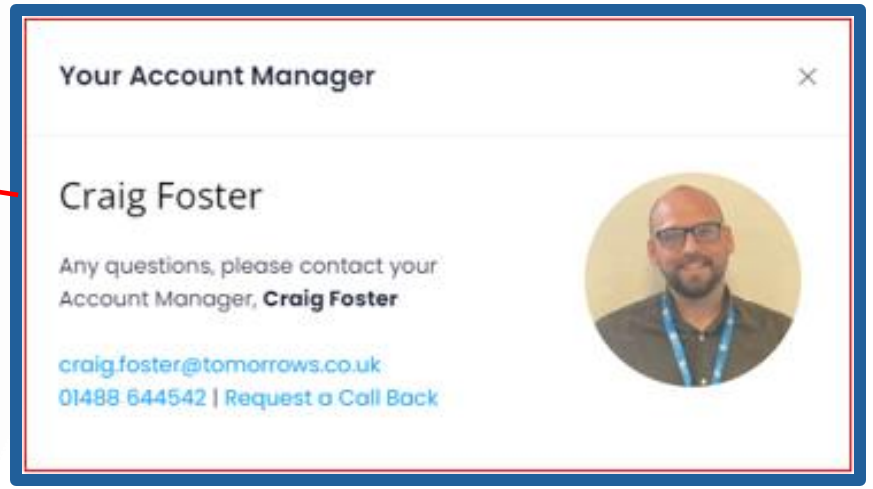
YOUR ACCOUNT MANAGER

- Log into your Control Panel to find your Account Manager
- Click on their image to find telephone number, email address and a ‘Request a Call Back’ button
- Your Account Manager is happy to provide a full walkthrough of how to use the Control Panel and can offer guidance on your profile.





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Feel free to get in touch

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