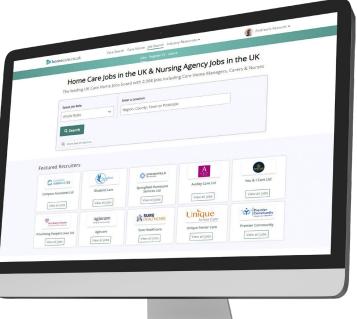


RECRUITING THE BEST HOME CARE SECTOR TALENT WITH

HOMECARE.CO.UK

Kathryn Lewis Recruitment Specialist





IN THIS WEBINAR

- 1. Why you should use homecare.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

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VEBINAR QUESTIONS

Please enter questions in the Q&A section

Any questions will be answered in a follow up email



CARE SECTOR STATS

Adult social care sector employs around 1.52 million people in the UK (2022/2023)

Domiciliary care job vacancies have remained at high levels (71,000), whereas Care Home job vacancies have stablised since the pandemic (2022/2023)

12,808 domiciliary care providers (2022/2023)

*Stats from Skills for Care





HOMECARE.CO.UK Jobs Services



LAST 12 Months 930K visits

2.3K jobs posted per month

JOB



35K email job enquiries



130K applications



53K telephone job enquiries



38K CVs in total



HOMECARE.CO.UK RECRUITMENT SERVICES

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JOB CREDITS

homecare.co.uk	Care Sear	ch Care Advice Job Sea	arch Industry Resources 👻		My Account 👻 🛛 Log In
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Care Assistant Bluebird Care Sefton					bluebird
		Apply fo	or this Job		
Title Care Assistant	Setting Clients Home	Role Carer / Support Worker	Salary £12.50 to £13.50 per hour	Hours Full Time or Part Time	Location Ormskirk, Lancashire
Save	\$220323				
Care Assistants required in		oort, Formby, Crosby, B	ootle, Maghull.		
Full time or part time.		,,,,,,,	,		
Being a Bluebird Care Care	e Assistant is so much m	ore than just a career in	care.		
Join our Bluebird Care Sef	ton team and make a dif	ference to our custome	rs lives.		
Life as a Care Assistant is f	fast paced, and no two d	ays are the same, but it	is extremely rewarding.		
Whether it's putting a smil it all.	le on our customers face	s, or even helping them	to keep some of their inde	ependence, a Bluebird Ca	re Care Assistant covers
We provide customers wit letters of thanks.	h companionship, perso	nal care, assistance with	n medication through to ful	ll live-in care. We continu	ally receive glowing
As the role involves driving	g between our customer	s homes, you must hav	e a valid driving licence and	d access to a vehicle for w	vork.
We CANNOT provide spon	isorship, so you MUST ha	ive a full right to work ir	the UK and live locally.		
Full training and support p	provided throughout you	r career with us. Ideal fo	or someone who has never	worked in care before.	
We offer the highest rate fuel allowance.	s of pay. £12.50 per hou	r weekdays and £13.50	per hour weekends and £	E25 per hour Bank Holid	ays. Plus 40p per mile

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



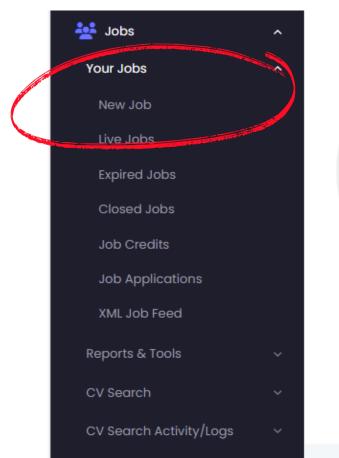
CREATING A GREAT JOB ADVERT

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

Industry Resources My Account Log In								
Jobs Register CV Advice								
Search all 2083 Home Care Jobs Poste > Warrington Carers / Support Work	-	/ Support Workers > North West	England Carers / Support Workers	> Cheshire Carers / Support Wo	orkers			
Home Care Assistants Bridgewater Home Care We put does not be been been been been been been been								
		Apply fo	r this Job					
Title Home Care Assistants	Setting Clients Home	Role Carer / Support Worker	Salary £10.42 per hour	Hours Part Time	Location Warrington, Cheshire			
Job Summary				(Date posted: 18 January 2024			
Company: Bridgewater H	ome Care View all Job	s posted by Bridgewater He	ome Care					
Bridgewater Home Care is	s hiring evening care spe	cialist in the Stretton Are	a of Warrington.					
We are looking for caring on delivering the highest			gton area. You would be jo	ining a home care orga	nization that is focused			
Experience is not essentia	al, however, it is essentia	l that you have a driving	license and access to a veh	nicle.				
Hours & Benefits:								
 Hours are 7pm - 11p 	m							
 Mileage and Travel t 	ime paid.							
 Market-leading remu 								
Paid training throughout employment.								



POSTING A JOB VIA YOUR CONTROL PANEL





What is Profile Completeness?

- Your Profile Completeness is made up of 8 different content types (shown opposite) which each contribute either 10% or 20% if the content has been uploaded.
- Your current Profile Completeness is at 70% (out of a maximum 100%).

Why should I complete my Profile?

Obtaining the highest profile completeness % possible makes sure that your profile is visible and attractive to care seekers and gives you the best chance to receive more enquiries.

? More Info on Profile Completeness

POSTING A JOB (DEMO)

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WHERE DO JOB Adverts Appear?









POSTING A JOB VIA INTEGRATION

There are 2 ways to integrate with homecare.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:





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.



VISA SPONSORSHIP LICENCE

Pros:

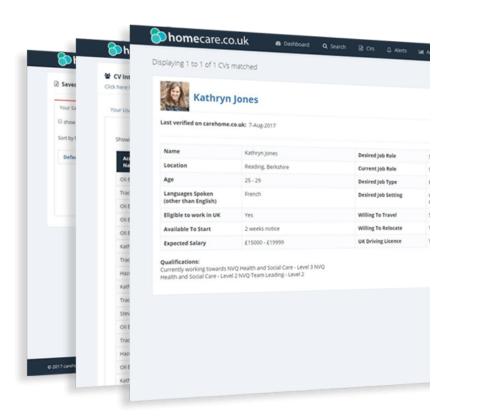
Access to more qualified candidates than exist in your local area Committed team members Unique skills and experience

Cons:

Process can be slower than hiring in the UK Additional costs to consider



CV SEARCH



Dashboard						
🎢 Profile	Q Search CVs					
Features						
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 Saved Alerts 	Candidate's Name	All Names		Date	1 ye	ar ago 🗸 🗸
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- Over 38,750 CVs
- Proactive way to recruit
- Alert function
- Platinum subscription
- Demo

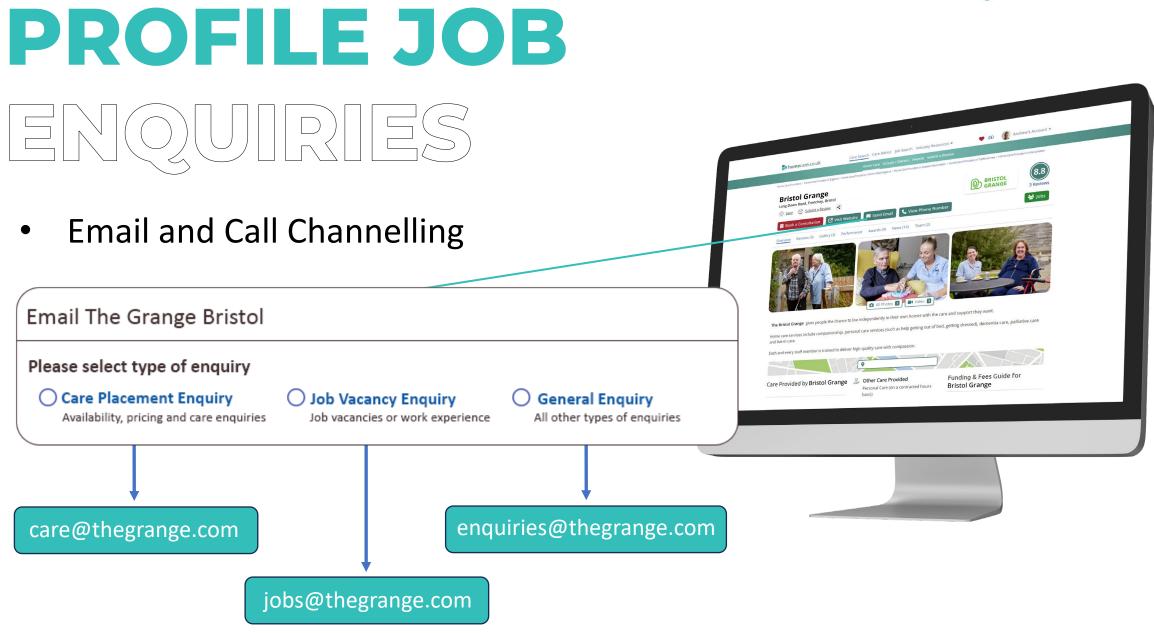


PROFILE JOB ENQUIRIES

- Nearly 90,000 profile enquiries in 2023
- Receiving a job enquiry









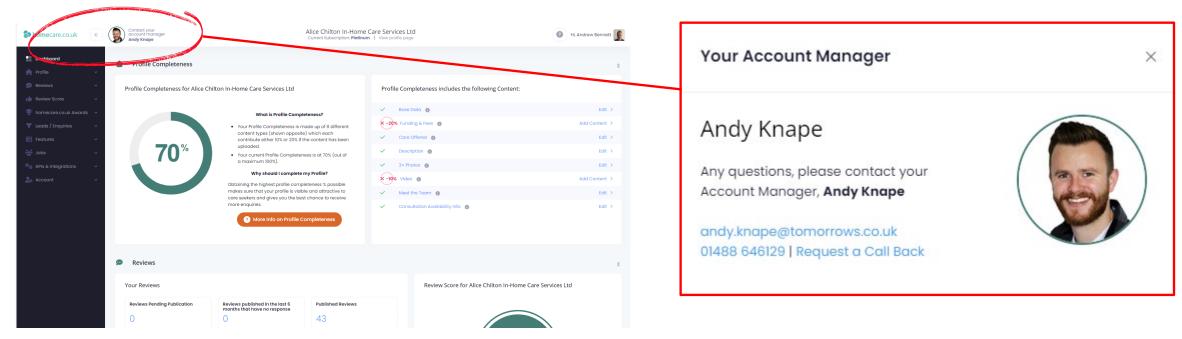
SUMMARY

- homecare.co.uk is the UK's most popular Home Care Sector dedicated Jobs Board with 930K visits in 2023
- 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 homecare.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 homecare.co.uk Jobs Service



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.





homecare.co.uk

Feel free to get in touch

jobs@tomorrows.co.uk



Kathryn Lewis Recruitment Specialist