



# RECRUITING THE BEST HOME CARE SECTOR TALENT WITH HOME CARE CO.UK

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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



# WEBINAR 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 stabilised 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



130K applications



38K CVs in total



35K email job enquiries

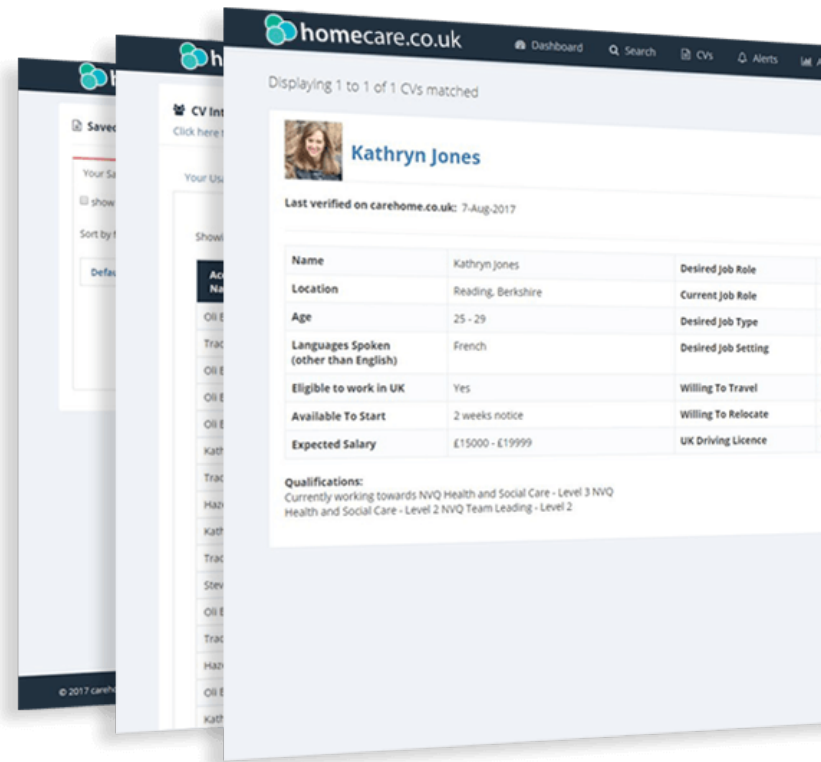


53K telephone job enquiries

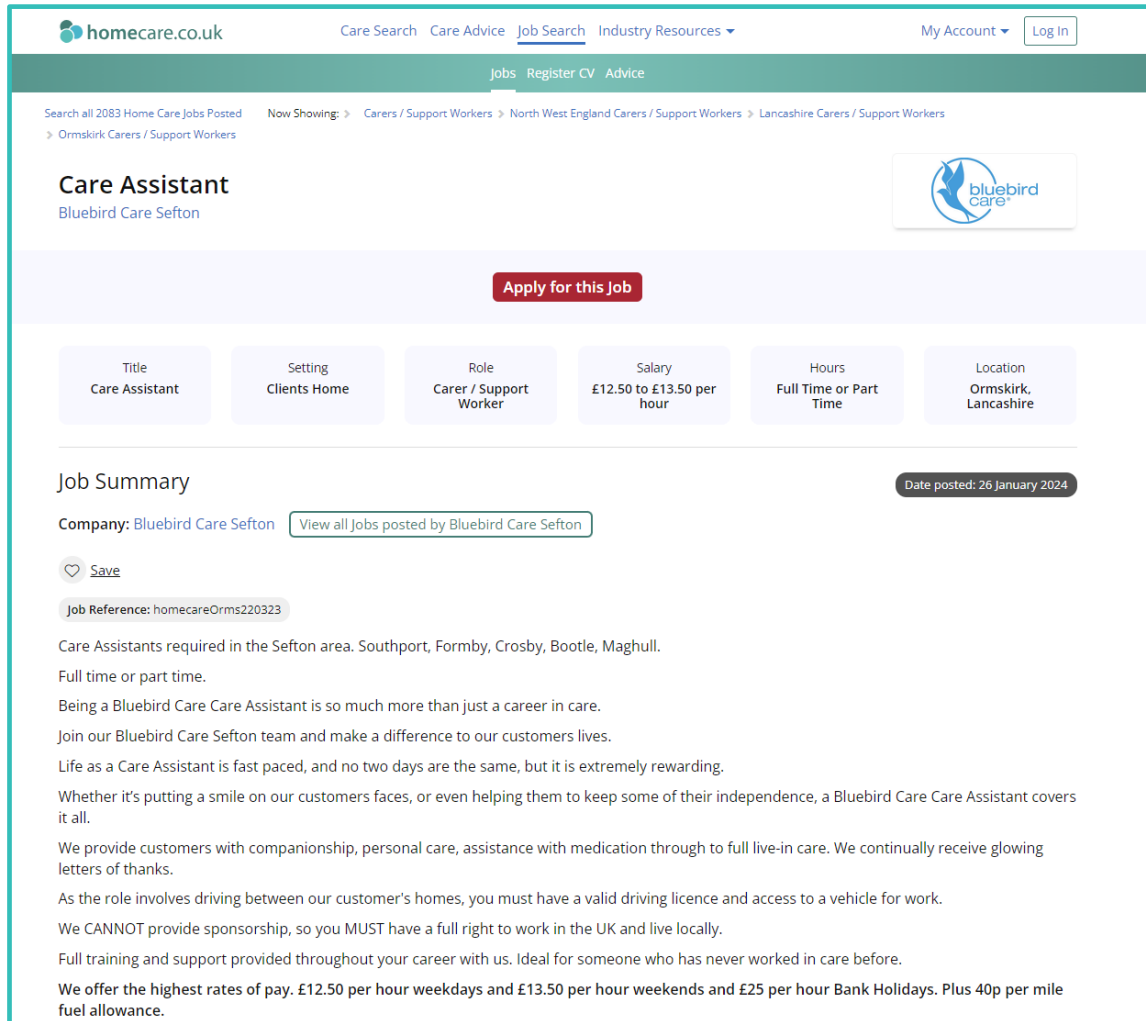
# HOMECARE.CO.UK

# RECRUITMENT SERVICES

Jobs Board  
CV Search Database



# JOB CREDITS



The screenshot shows a job listing for a 'Care Assistant' at Bluebird Care Sefton. The page includes a navigation bar with 'homecare.co.uk', 'Care Search', 'Care Advice', 'Job Search', and 'Industry Resources'. A breadcrumb trail indicates the search path: 'Search all 2083 Home Care Jobs Posted > Ormskirk Carers / Support Workers > Now Showing: > Carers / Support Workers > North West England Carers / Support Workers > Lancashire Carers / Support Workers > Ormskirk Carers / Support Workers'. The job title 'Care Assistant' is displayed with the Bluebird Care logo. A red 'Apply for this Job' button is prominent. Below this, a table lists job details: Title (Care Assistant), Setting (Clients Home), Role (Carer / Support Worker), Salary (£12.50 to £13.50 per hour), Hours (Full Time or Part Time), and Location (Ormskirk, Lancashire). A 'Job Summary' section includes a 'Save' button, a 'View all Jobs posted by Bluebird Care Sefton' link, and a 'Job Reference: homecareOrms220323'. The summary text describes the role, location, and benefits, including a driving licence requirement and a fuel allowance.

## Job credits included:

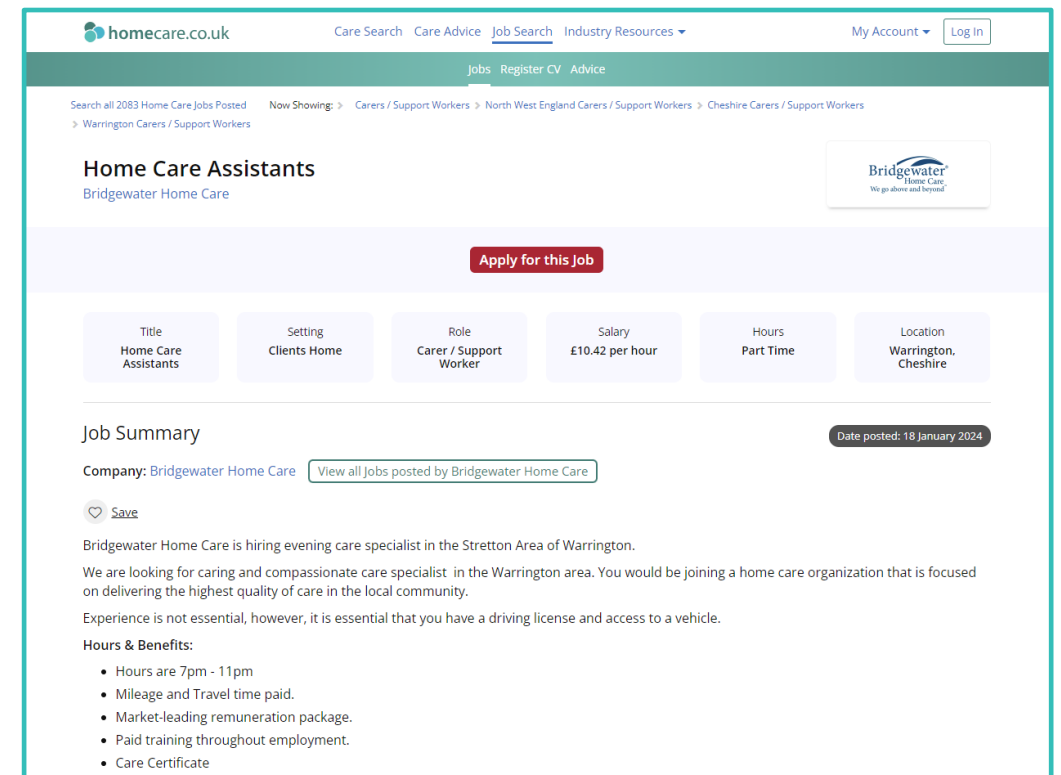
- Enhanced 10 x Job Credits
- Premium 20 x Job Credits
- Platinum 50 x Job Credits

1 job credit posts a job for 30 days

# CREATING A GREAT

# JOB ADVERT

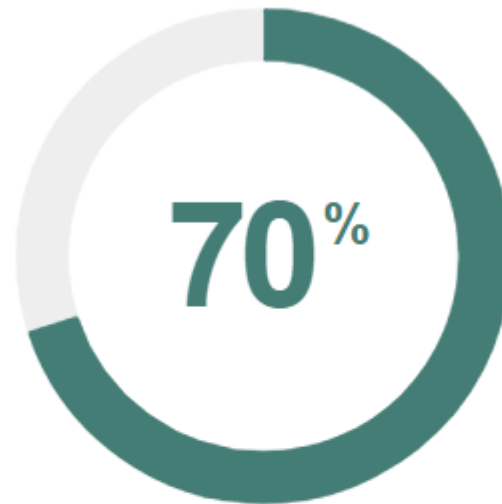
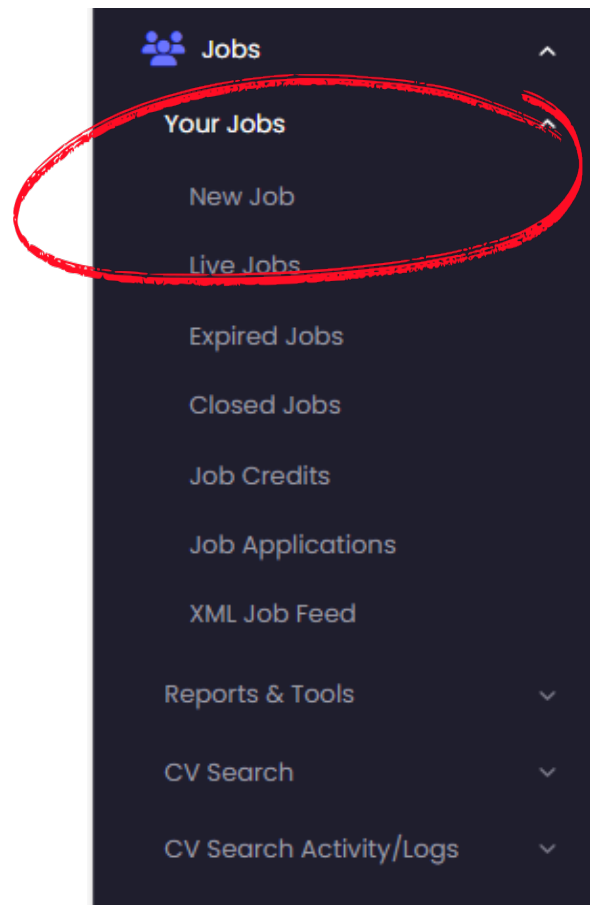
- Different to an internal job description
- Attraction tool
- Focus on benefits – including salary / hourly rate



The screenshot shows a job advertisement for 'Home Care Assistants' by Bridgewater Home Care. The page includes a navigation bar with 'homecare.co.uk', 'Care Search', 'Care Advice', 'Job Search', and 'Industry Resources'. A search bar indicates 'Search all 2083 Home Care Jobs Posted' and 'Now Showing: Carers / Support Workers > North West England Carers / Support Workers > Cheshire Carers / Support Workers > Warrington Carers / Support Workers'. The job title is 'Home Care Assistants' with the company logo 'Bridgewater Home Care' and tagline 'We go above and beyond'. A red 'Apply for this Job' button is prominent. Below this, a table lists job details: Title (Home Care Assistants), Setting (Clients Home), Role (Carer / Support Worker), Salary (£10.42 per hour), Hours (Part Time), and Location (Warrington, Cheshire). The 'Job Summary' section includes a 'Save' button, a 'Date posted: 18 January 2024' badge, and a link to 'View all Jobs posted by Bridgewater Home Care'. The summary text states: 'Bridgewater Home Care is hiring evening care specialist in the Stretton Area of Warrington. We are looking for caring and compassionate care specialist in the Warrington area. You would be joining a home care organization that is focused on delivering the highest quality of care in the local community. Experience is not essential, however, it is essential that you have a driving license and access to a vehicle.' The 'Hours & Benefits' section lists: 'Hours are 7pm - 11pm', 'Mileage and Travel time paid.', 'Market-leading remuneration package.', 'Paid training throughout employment.', and 'Care Certificate'.



# 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](#)



# WHERE DO JOB ADVERTS APPEAR?

 homecare.co.uk





# 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

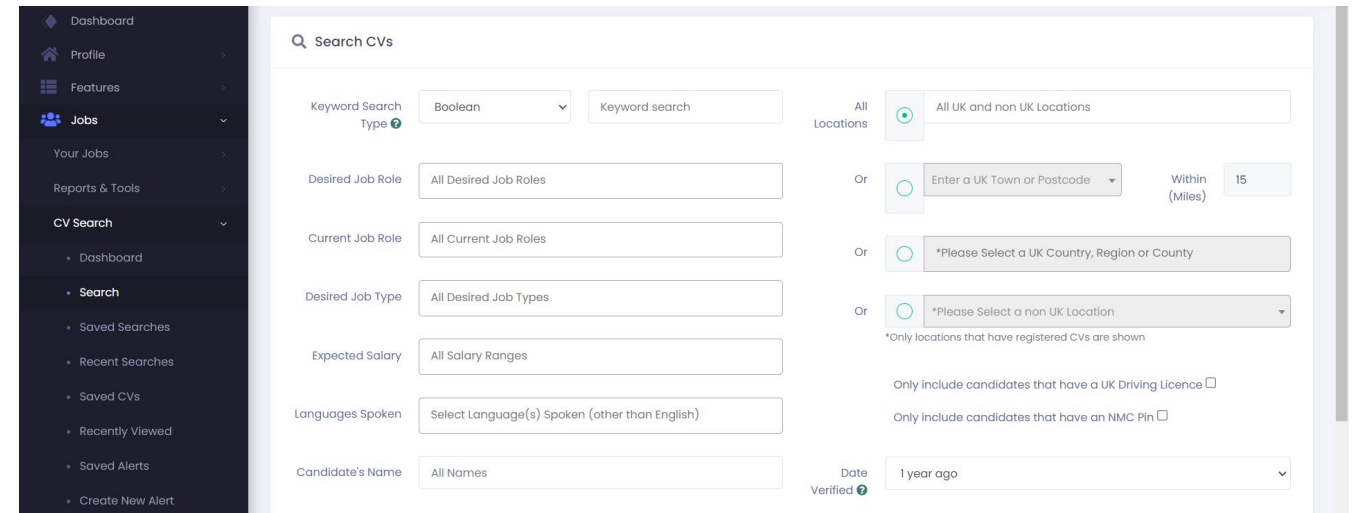
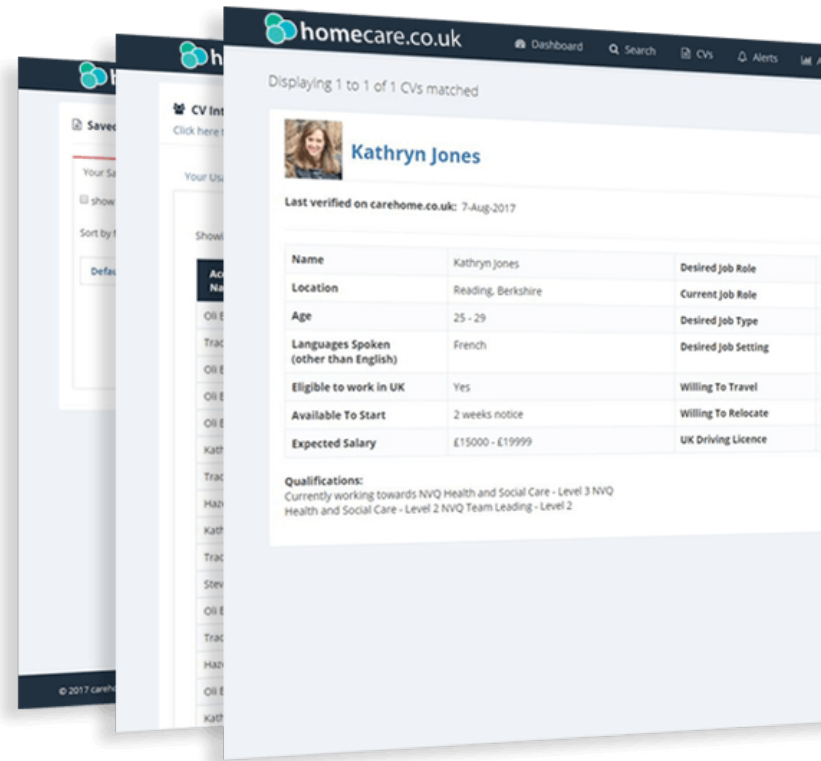
Unique skills and experience

### **Cons:**

Process can be slower than hiring in the UK

Additional costs to consider

# CV SEARCH



- 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





# PROFILE JOB ENQUIRIES

- Email and Call Channelling



Email The Grange Bristol

Please select type of enquiry

Care Placement Enquiry

Availability, pricing and care enquiries

Job Vacancy Enquiry

Job vacancies or work experience

General Enquiry

All other types of enquiries

care@thegrange.com

jobs@thegrange.com

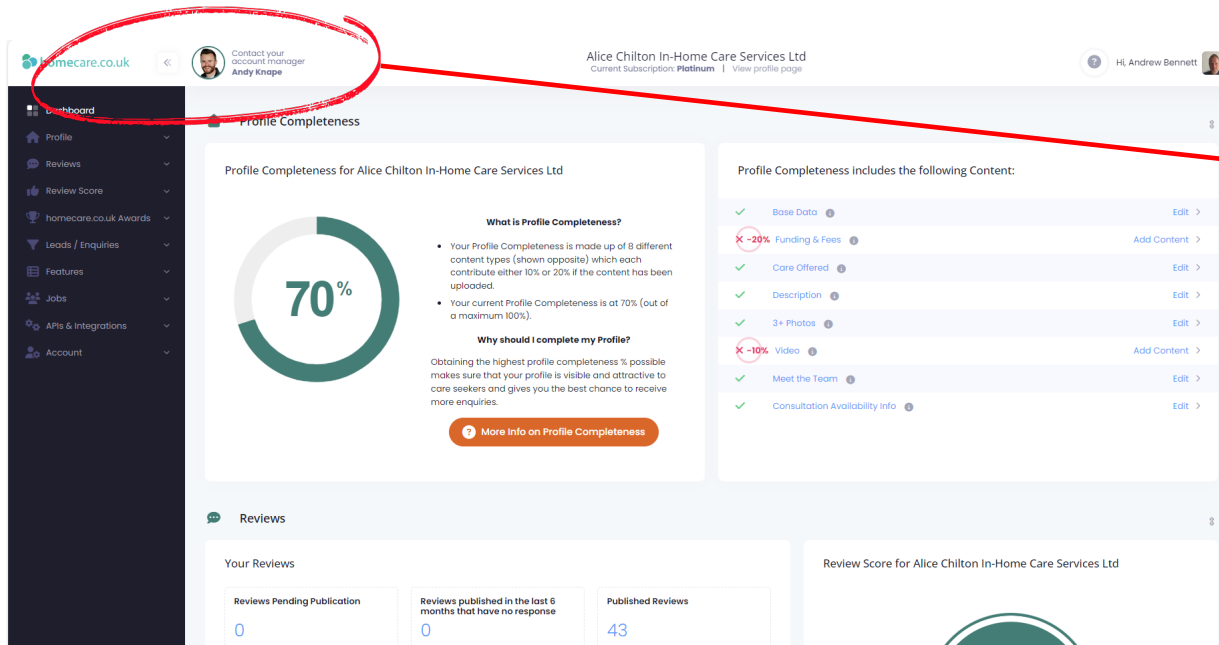
enquiries@thegrange.com

# SUMMARY

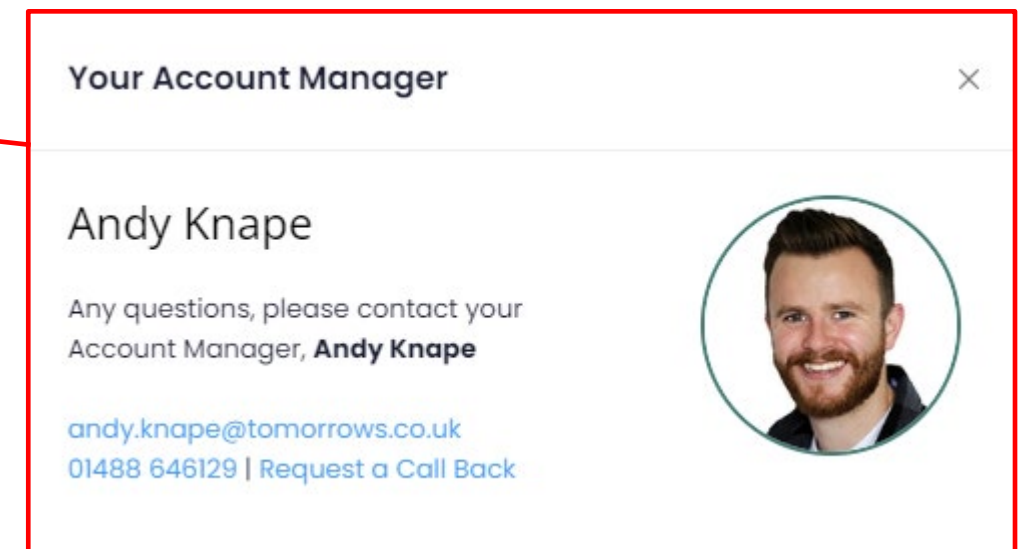
- homecare.co.uk is the UK's most popular Home Care Sector dedicated Jobs Board with 930K visits in 2023
- Job posting credits are included in your subscription and are extremely easy to use
- Each credit enables a job to be posted for one month
- Be creative when it comes to placing an advert – it's 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.



The screenshot shows the homecare.co.uk account manager interface. A red circle highlights the 'Contact your account manager Andy Knape' button in the top left corner. The main content area displays 'Profile Completeness' for Alice Chilton In-Home Care Services Ltd, showing a 70% completion rate. Below this, there is a list of content types with their completion status: Base Data (100%), Funding & Fees (20%), Care Offered (100%), Description (100%), 3+ Photos (100%), Video (10%), Meet the Team (100%), and Consultation Availability Info (100%).




**Your Account Manager**

**Andy Knape**

Any questions, please contact your Account Manager, **Andy Knape**

[andy.knape@tomorrows.co.uk](mailto:andy.knape@tomorrows.co.uk)  
01488 646129 | [Request a Call Back](#)



 homecare.co.uk

Feel free to get in touch  
[jobs@tomorrows.co.uk](mailto:jobs@tomorrows.co.uk)



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