

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

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# IN THIS WEBINAR

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In this Webinar we will be covering the following:

- 1. Why you should use [homecare.co.uk](https://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**

# HOME CARE SECTOR STATS

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**Adult social care sector employs around 1.84 million people in the UK (2023/2024), with 580,000 of those being in Domiciliary care**

**Domiciliary care job vacancies have remained at high levels (70,000) since the pandemic (2023/2024)**

**13,733 domiciliary care providers (2023/2024)**

\*Stats from Skills For Care



# HEMEARE.CO.UK JOBS SERVICES

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Last 12 Months:



**930K** visits



**2.3K** jobs posted per month



**130K** applications



**49K** CVs in total



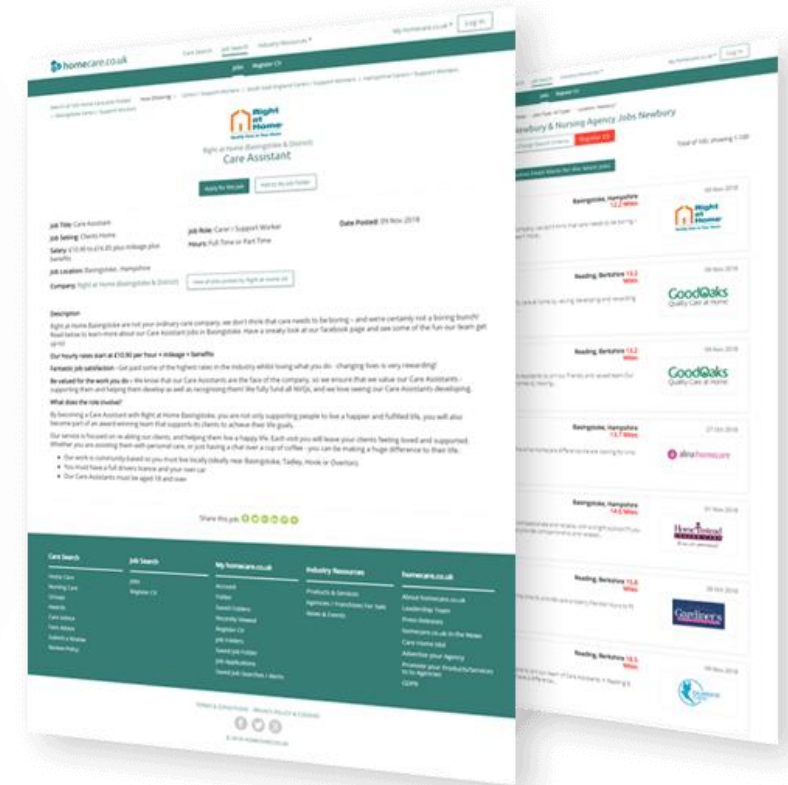
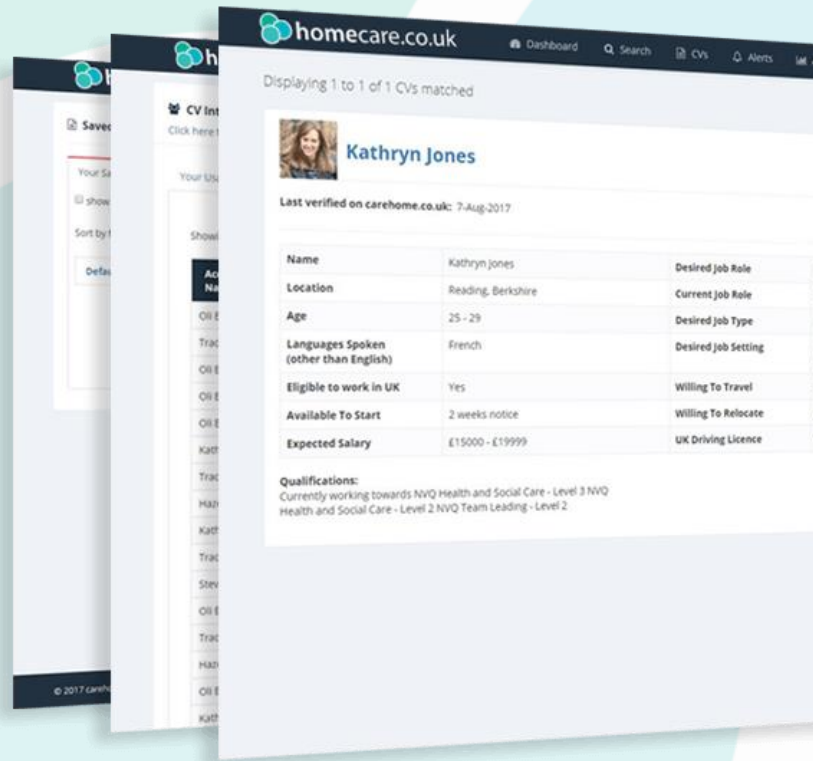
**35K** email job enquiries



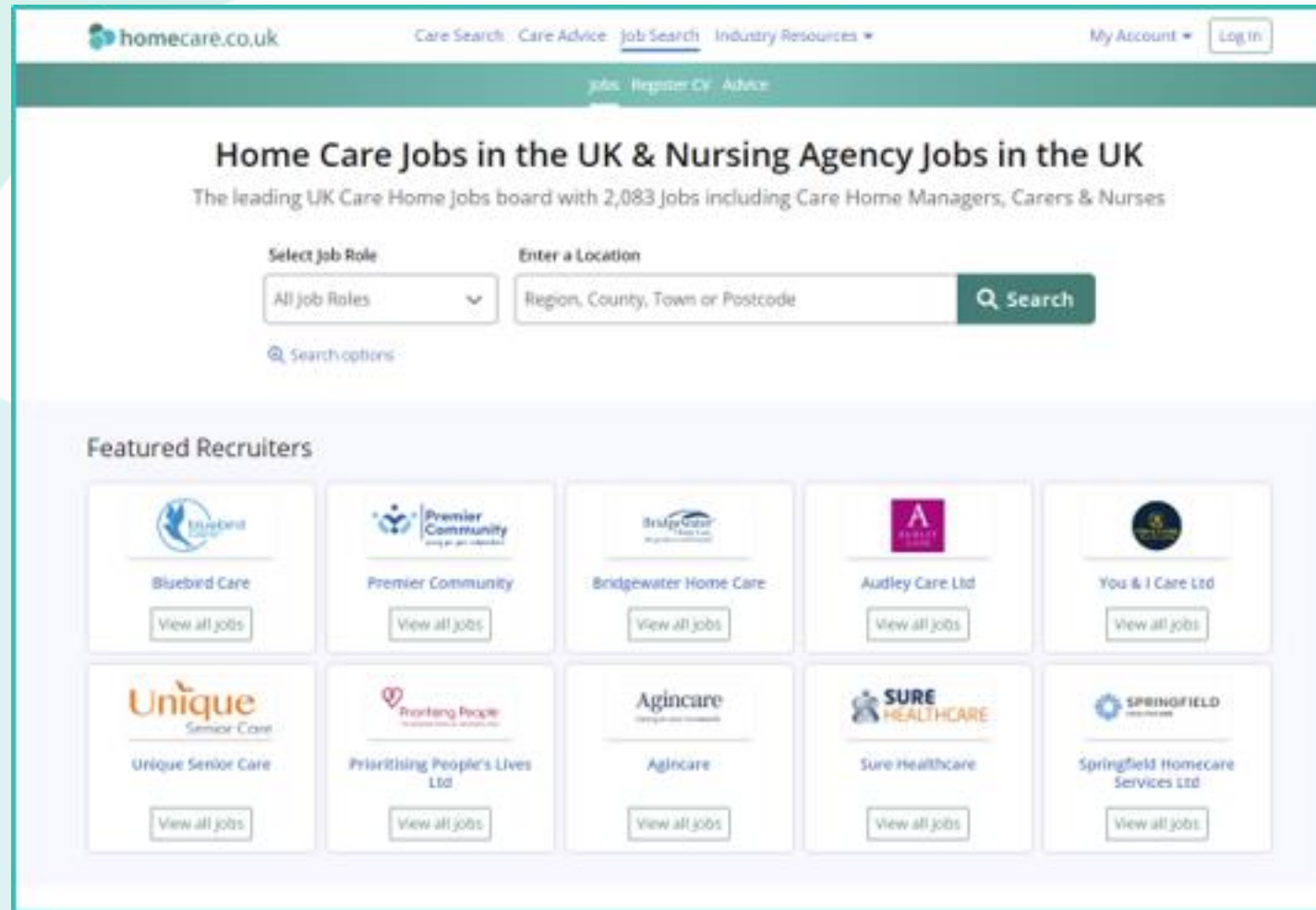
**53K** telephone job enquiries

# HEMOCARE.CO.UK RECRUITMENT SERVICES

## Jobs Board CV Search Database



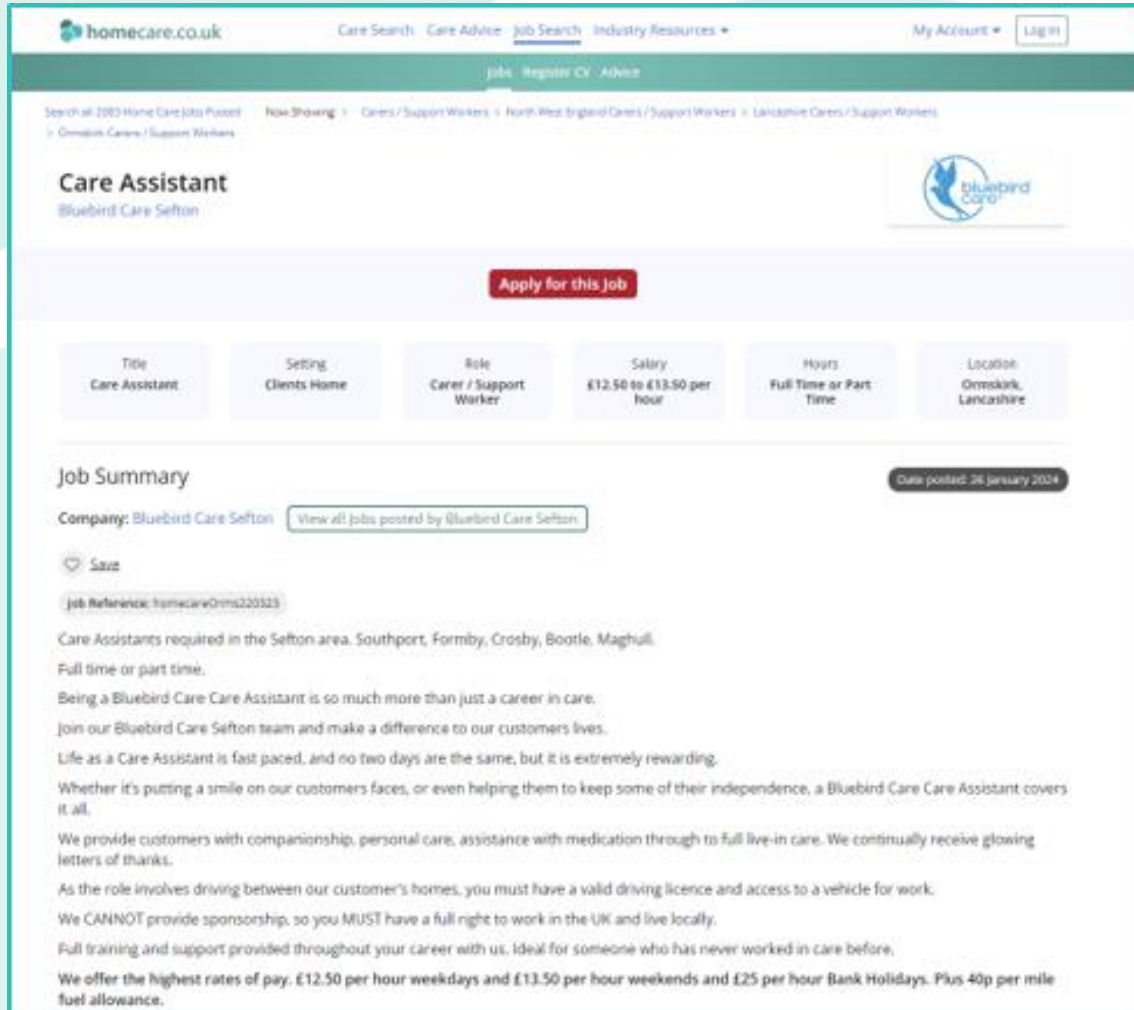
# FINDING A JOB ON HOMECARE.CO.UK



The screenshot shows the homecare.co.uk website. At the top, there is a navigation bar with links for 'Care Search', 'Care Advice', 'Job Search', and 'Industry Resources'. On the right, there are links for 'My Account' and 'Log in'. Below the navigation bar, there is a sub-navigation bar with links for 'Jobs', 'Register CV', and 'Advice'. The main heading is 'Home Care Jobs in the UK & Nursing Agency Jobs in the UK', followed by the text 'The leading UK Care Home Jobs board with 2,083 Jobs including Care Home Managers, Carers & Nurses'. Below this, there is a search section with a 'Select Job Role' dropdown menu (currently set to 'All job Roles'), an 'Enter a Location' text input field (placeholder: 'Region, County, Town or Postcode'), and a 'Search' button. There is also a link for 'Search options'. Below the search section, there is a 'Featured Recruiters' section displaying a grid of 10 recruiter cards, each with a logo, name, and a 'View all jobs' button.

Recruiter	View all jobs
Bluebird Care	View all jobs
Premier Community	View all jobs
Bridgewater Home Care	View all jobs
Audley Care Ltd	View all jobs
You & I Care Ltd	View all jobs
Unique Senior Care	View all jobs
Prioritising People's Lives Ltd	View all jobs
Agincare	View all jobs
Sure Healthcare	View all jobs
Springfield Homecare Services Ltd	View all jobs

# JOB CREDITS



The screenshot shows a job listing on the homecare.co.uk website. The job title is 'Care Assistant' at 'Bluebird Care Sefton'. The listing includes a red 'Apply for this Job' button. Below the button, there are six filters: 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). The job summary section includes the company name 'Bluebird Care Sefton', a 'Save' button, and a job reference 'homecareOrms220323'. The description states that Care Assistants are required in the Sefton area, including Southport, Formby, Crosby, Bootle, and Maghull. It describes the role as fast-paced and rewarding, involving companionship, personal care, and assistance with medication. The role requires a valid driving licence and access to a vehicle. The company offers the highest rates of pay, including £12.50 per hour weekdays, £13.50 per hour weekends, £25 per hour Bank Holidays, and a 40p per mile fuel allowance.

homecare.co.uk

Care Search | Care Advice | Job Search | Industry Resources

My Account | Login

Jobs | Register CV | Advice

Search all 2003 Home Care Jobs Posted

Now Showing: Carers / Support Workers > North West England Carers / Support Workers > Lancashire Carers / Support Workers

Ormskirk Carers / Support Workers

**Care Assistant**  
Bluebird Care Sefton

[Apply for this Job](#)

Title	Setting	Role	Salary	Hours	Location
Care Assistant	Clients Home	Carer / Support Worker	£12.50 to £13.50 per hour	Full Time or Part Time	Ormskirk, Lancashire

**Job Summary**

Company: Bluebird Care Sefton [View all jobs posted by Bluebird Care Sefton](#)

[Save](#)

Job Reference: homecareOrms220323

Care Assistants required in the Sefton area. Southport, Formby, Crosby, Bootle, Maghull.

Full time or part time.

Being a Bluebird Care Care Assistant is so much more than just a career in care.

Join our Bluebird Care Sefton team and make a difference to our customers lives.

Life as a Care Assistant is fast paced, and no two days are the same, but it is extremely rewarding.

Whether it's putting a smile on our customers faces, or even helping them to keep some of their independence, a Bluebird Care Care Assistant covers it all.

We provide customers with companionship, personal care, assistance with medication through to full live-in care. We continually receive glowing letters of thanks.

As the role involves driving between our customer's homes, you must have a valid driving licence and access to a vehicle for work.

We CANNOT provide sponsorship, so you MUST have a full right to work in the UK and live locally.

Full training and support provided throughout your career with us. Ideal for someone who has never worked in care before.

We offer the highest rates of pay. £12.50 per hour weekdays and £13.50 per hour weekends and £25 per hour Bank Holidays. Plus 40p per mile 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

The screenshot shows a job advertisement for 'Home Care Assistants' by 'Bridgewater Home Care' on the website homecare.co.uk. The page layout includes a header with navigation links (Care Search, Care Advice, Job Search, Industry Resources), a user account section (My Account, Log In), and a breadcrumb trail. The job title 'Home Care Assistants' is prominently displayed with the company logo. A red 'Apply for this job' button is visible. Below this, a table lists key 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 the company name, a 'Save' button, and a description of the role as an evening care specialist in the Stretton Area of Warrington. It also lists 'Hours & Benefits' such as 7pm-11pm hours, mileage reimbursement, and a market-leading remuneration package.

homecare.co.uk

Care Search Care Advice Job Search Industry Resources

My Account Log In

Jobs Register CV Advisor

Search all 2023 Home Care jobs Posted New Showing: 1 Careers / Support Workers 1 North West England Careers / Support Workers 1 Cheshire Careers / Support Workers 1 Warrington Careers / Support Workers

## Home Care Assistants

Bridgewater Home Care

Apply for this job

Title Home Care Assistants	Setting Clients Home	Role Carer / Support Worker	Salary £10.42 per hour	Hours Part Time	Location Warrington, Cheshire
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### Job Summary

Date posted: 18 January 2024

Company: Bridgewater Home Care [View all jobs posted by Bridgewater Home Care](#)

Save

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.

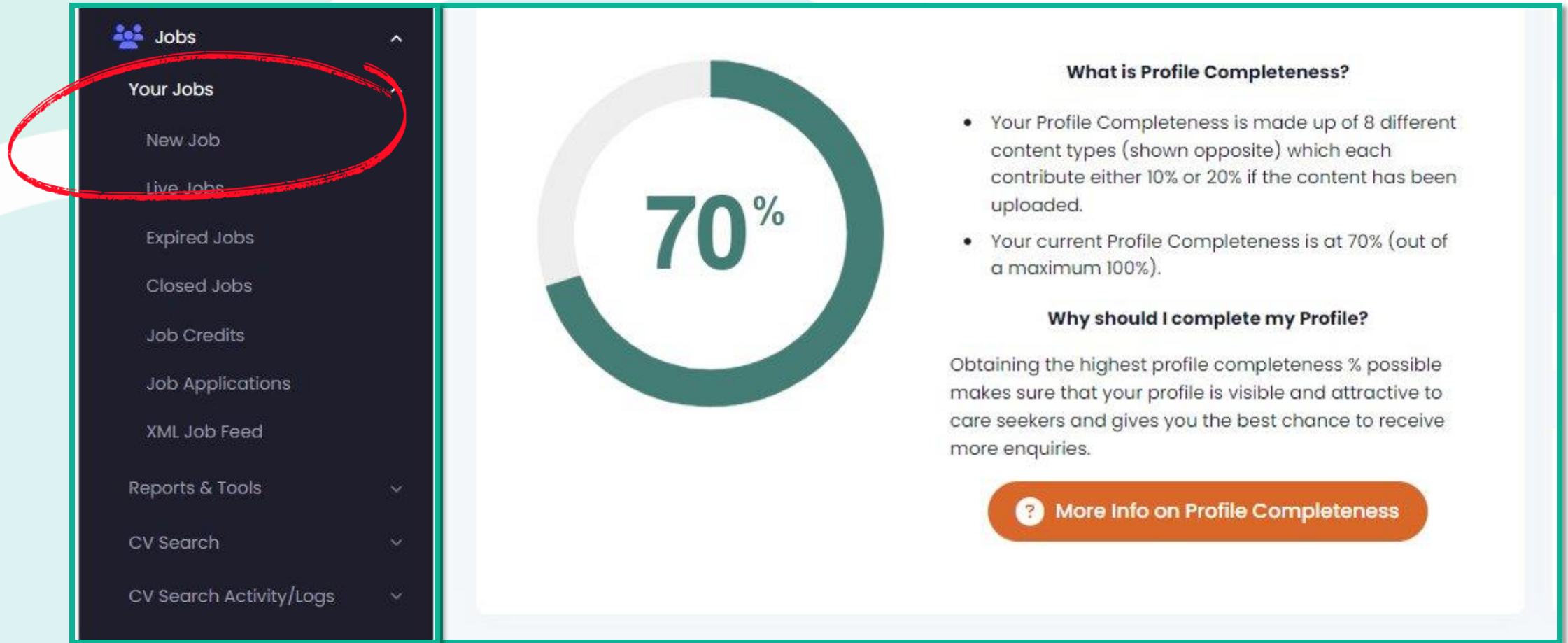
**Hours & Benefits:**

- Hours are 7pm - 11pm
- Mileage and Travel time paid
- Market-leading remuneration package
- Paid training throughout employment
- Care Certificate

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



# POSTING A JOB VIA YOUR CONTROL PANEL



The screenshot displays the Homecare.co.uk control panel. On the left, a dark sidebar contains a 'Jobs' menu with a red circle highlighting the 'Your Jobs' section. The main content area on the right features a large donut chart showing '70%' completion. To the right of the chart, text explains 'What is Profile Completeness?' and 'Why should I complete my Profile?'. A red arrow points from the 'Your Jobs' menu to the 'New Job' link.

**Jobs**

- Your Jobs**
- New Job
- Live Jobs
- Expired Jobs
- Closed Jobs
- Job Credits
- Job Applications
- XML Job Feed
- Reports & Tools
- CV Search
- CV Search Activity/Logs

**70%**

**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 VIA YOUR CONTROL PANEL

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# WHERE DO JOB ADVERTS APPEAR?

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Your job posts will also appear:



# POSTING A JOB VIA INTEGRATION

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There are 2 ways to integrate with [homecare.co.uk](https://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

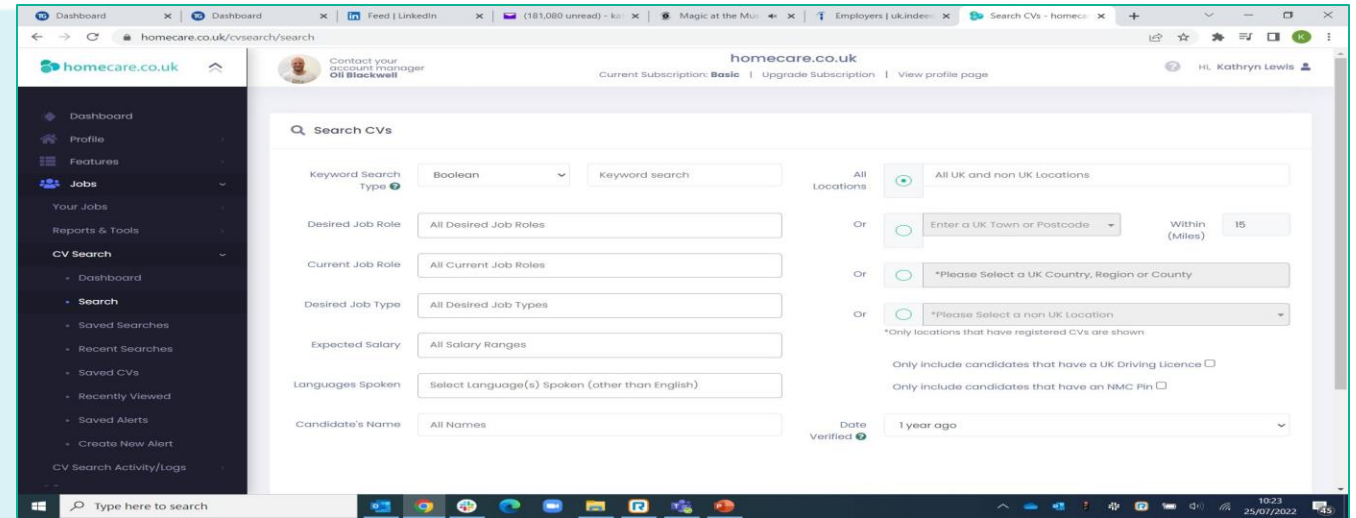
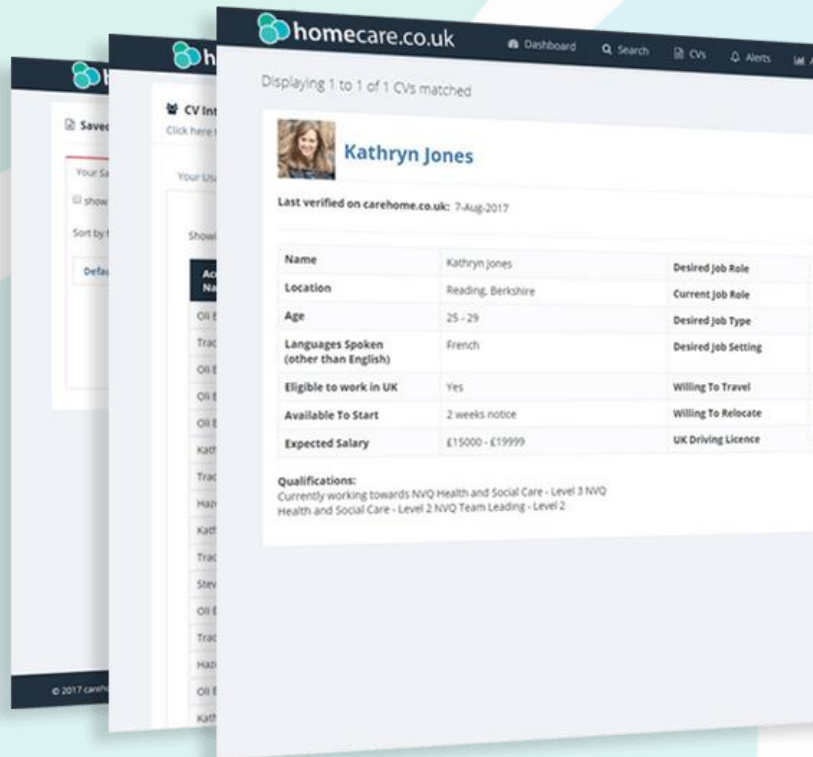
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## 2. Alternatively, you can set up a new integration for your company or request one for a new partner using an XML Feed or our API:

**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 49,000 CVs
- Proactive way to recruit
- Alert function
- Platinum subscription
- Demo

# PROFILE JOB ENQUIRIES

- **Nearly 53,500+ profile enquiries in 2025**
- **Receiving a job enquiry**



# PROFILE JOB ENQUIRIES

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

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- [homecare.co.uk](https://homecare.co.uk) is the UK's most popular Home Care Sector dedicated Jobs Board with 930K 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 [homecare.co.uk](https://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](https://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.

