



SCOTTISH GOVERNMENT

Adult Social Care Recruitment

Stakeholder Toolkit

There's More To Care Than Caring

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There's more to care than caring

Adult social care (ASC) is a rewarding and important career. It offers progression, training and support, as well as a genuine sense of achievement and fulfilment.

However, as an adult social care provider, you'll know that the sector is often overlooked and misunderstood by potential candidates. That's why we need this campaign, because it aims to provide a better representation of what a career in ASC entails, and helps the recruitment of new people in the sector into frontline jobs - particularly jobs in care at home, care homes and housing support. The campaign launches on the **8 November** and runs until the **19 December**.

To combat the current shortage of care workers for over 18s in Scotland, the Scottish Government has launched a third burst of its original 2019/2020 recruitment campaign and this year, ASC will be widening its reach and targeting 18-21 year olds, as well as 22-45 year olds.

The campaign - "There's More to Care Than Caring" - aims to attract candidates who are not only caring, but also organised and dependable, with a truly broad skillset. In order to achieve this ambition and promote adult social care as a positive career choice, we want to work collaboratively with organisations like yours.

This campaign involves digital, radio and out of home advertising.

We are looking to target individuals who have attributes suited to working in the sector - those who think of themselves as caring, or who have cared for someone previously (through work or otherwise).

A great care worker recognises that adult social care is a challenging yet rewarding career, and wants a job where they can truly make a difference to people's lives.



Covid-19

Of course, choosing a career in adult social care is particularly important to those who need the care and support of dedicated care workers right now.

COVID-19 has had a significant impact on vulnerable adults, particularly older people - not just in terms of their wellbeing, but also in the way that they can access care and support.

Working now in adult social care is very different to before the pandemic, with staff having to wear more PPE, maintaining physical distancing, using enhanced infection prevention and control standards, and depending on where you work, weekly testing.

It won't always be like that, but the fact that adult social care workers are needed now more than ever before, makes it even more important that potential applicants follow through on their interest in working in adult social care. The values of compassion and humanity will show through any face covering and that's what people need.



Career starters

For the first time, the ASC campaign will be reaching out to a younger audience and speaking to those aged 18-21. New research conducted in the last year has indicated that young people are more open to considering a career in adult social care, and this campaign will help support them in their journey.

Despite the pandemic having had a negative impact on job prospects for younger people, unemployment is decreasing. And with more career advisors and coordinators discussing careers in adult social care, greater interest is being brought to the sector.

With over half of those aged 18-34 stating that they would contemplate changing jobs for one that involves helping other people, and 49% believing that a job offering fulfilment would be one of the top qualities they would look for in a role,

we want to show that adult social care provides exactly that and why it's such a great industry to work and thrive in.

A virtual workshop on **Thursday 9 December** will be directly tailored to the younger workforce, those coming from school or into the workplace for the first time. This session will discuss how to apply for ASC, what the role entails, diversity within the role, career progression and stories from those in the know.

Hosting a specific workshop for the younger workforce will provide an honest and open platform for them to ask questions and gain a real sense of what ASC is like.



Supporting you

We hope to work with organisations like yours in our joint mission to find the best candidates who are suited to a career in adult social care in Scotland. There are many ways that we can support you in promoting a career in ASC, and attracting the right candidates, including:

- Providing suggested copy and digital assets to share with your audience across social channels, including Facebook, Twitter and Instagram.
- Providing a link to a host of digital downloadables and offering physical materials for distribution and display.
- Providing an email signature which can be used in communications with your database.
- Providing a website banner for use on your website, to share the campaign with your online audience.
- Providing a suite of materials to promote the workshops to your audiences and networks, such as a PDF invite.
- Working together to have on-hand and experienced personnel at our three virtual workshops.



Digital campaign assets

To help promote the campaign and the recruitment message, we have created this digital toolkit for you to use. Within the toolkit, you will find links to:

- A4 posters.
- Leaflet.
- Workshop invite postcard.
- One-page conversation tool document.
- Suggested social post copy and images.
- Email signature.
- Web banners.

You can download these assets here:

[CareToCare.Scot/Stakeholder-Resource](#)

You will also be provided with workshop promotional materials in due course on this link, including an email/newsletter invite template, PDF invite and social image and copy, to bolster the events.



Suggested social media posts

- If you're understanding and dependable, look into a career in adult social care at [CareToCare.Scot](#) #MoreToCare #WeAreScotland.
- If you're patient and compassionate, look into a career in adult social care at [CareToCare.Scot](#) #MoreToCare #WeAreScotland.
- If you're understanding and hardworking, look into a career in adult social care at [CareToCare.Scot](#) #MoreToCare #WeAreScotland.
- If you're thoughtful and dependable, look into a career in adult social care at [CareToCare.Scot](#) #MoreToCare #WeAreScotland.
- If you're creative and empathetic, look into a career in adult social care at [CareToCare.Scot](#) #MoreToCare #WeAreScotland.
- If you're patient, compassionate and looking to make a difference, adult social care could be the career for you. Find out more at [CareToCare.Scot](#) #MoreToCare #WeAreScotland.
- Apply for a job in adult social care with (stakeholder name). Learn more about this rewarding career at [CareToCare.Scot](#) #MoreToCare #WeAreScotland.
- Apply for a job in adult social care with (stakeholder name) and make a difference to people's lives. Learn more at [CaretoCare.Scot](#) #MoreToCare #WeAreScotland.
- Apply for a challenging and rewarding career in adult social care with (stakeholder name). Learn more at [CareToCare.Scot](#) #MoreToCare #WeAreScotland.

You'll find images to go with these posts to download at www.CareToCare.Scot/Stakeholder-Resources



There's more to care than caring website

The campaign website is an invaluable resource for those wanting to learn more about a career in ASC.

Key supportive, informative, and practical features of the site include:

- More information about a career in ASC.
- Case studies that showcase the real-life experiences of people who work in ASC.
- Resources for more information, including career websites and details on career progression.
- Details of the types of key roles available in the care sector and the duties involved.

ASC ADULT SOCIAL CARE

What is ASC? Why choose ASC? Stories Next Steps [Free career guide](#)

There's more to care than caring
If you're understanding and responsible, a career in adult social care could be for you

Adult Social Care (ASC)
Working in adult social care is a way to make a real difference to the lives of adults from different backgrounds who need support. It's a hugely rewarding job that offers real career progression if you want it.
If you're someone who's kind and patient, and treats others with dignity and respect then adult social care could be the perfect career choice for you.

[Find out more](#)

Careers in Adult Social Care Virtual Workshop

The campaign will host a series of three short, engaging virtual workshops to support ASC recruitment. These workshops are made to inform and inspire potential candidates, and will feature stories and speakers who are both passionate and knowledgeable about adult social care.

The first workshop will be an introduction to adult social care and is open to anyone interested in finding out more about a career in the sector. This workshop will be held on **Tuesday 7 December at 4pm** and will run for 40 minutes. Topics that will be discussed include:

- Work flexibility.
- Diversity in roles.
- What a day in the life of a care worker looks like.
- Misconceptions about care.

The second workshop is aimed at a younger workforce, and those coming from school or into the workplace for the first time. This workshop will be held on **Thursday 9 December at 4pm** and will run for 40 minutes. It will focus on topics most relevant to a younger audience, such as:

- Resources available.
- Entry process.
- Training.
- Funding/finance.
- Support in relation to recruitment and applications.

The third and final workshop will take place on **Thursday 13 January 2022 at 4pm**. More information on this workshop will be supplied to you over the coming weeks.

These workshops are intended for a broad audience, from those already considering adult social care to those who may never have considered it before.

Get in touch

We would be very grateful for your support on the campaign, and would be delighted to discuss how we could work together.

For more information, please email

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