**Boosting the social care workforce in <insert local area name e.g. Edinburgh)>**

<Insert name of care provider> is launching a recruitment drive to encourage more people in <insert name of town> to consider a career in adult social care.

<Insert intro section which aims to summarise the who, what, where, when and why of your story. Your chance here to add in your own bespoke details about how you’re supporting the campaign, for example roles within your organisation or what support you provide.>

The recruitment drive comes as the Scottish Government launches a nationwide marketing campaign – titled ‘There’s More To Care Than Caring’ - to raise awareness of the career opportunities available in adult social care and encourage people to apply and highlight the important work done by adult social care workers.

<Add your own quote from a spokesperson from your organisation here, which relates to the campaign and your own recruitment push and the characteristics of people you’re looking for.>

<Add in a case study example / quote from one of your staff members to share more about why they love their role in care.>

Find out more about careers in adult social care at CareToCare.scot - <insert direct link to the job vacancies you wish to advertise if available>