

SUPPORT WORKERS – PROMOTING A CAREER IN CARE

Support workers make a genuine difference to real lives and Kent County Council (KCC) was finding it hard to attract the right people to fill their vacancies. They approached PeopleScout to develop a campaign to reach an audience that may not realise they had the skills and attributes to become care workers and show them they could have a meaningful career, just by “being you.”

SOLUTION HIGHLIGHTS

- **RAISING AWARENESS OF MISUNDERSTOOD ROLES**
- **REACHING AN UNAWARE TARGET AUDIENCE**
- **STANDING OUT IN A CROWDED MARKET**

Case Study: Recruitment Process Outsourcing

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SCOPE & SCALE

Kent County Council, along with over 1,400 partner organizations, are committed to providing essential care and support, working with some of the most vulnerable members of the community. Their need to recruit was based on the requirement to alleviate pressure on nursing homes and hospitals by providing care in the clients' own homes, therefore freeing up valuable beds elsewhere.

It was also important to demonstrate to the wider Kent population that KCC was taking positive and supportive action in what was a high profile and often criticized area for all local authorities.

SITUATION

With job openings that aren't clearly defined by specific skills or experience, it's often challenging to convince potential recruits that a role is right for them. With "unskilled" (in terms of qualifications) positions such as these, the lure of other opportunities, including retail, is often more appealing and the lack of visibility or explanation of support roles, alongside a misunderstanding of what is entailed, compounds this issue. In addition to this, there was a lack of clarity about the genuine career potential that these jobs could offer potential candidates. KCC aimed to raise the profile of the work they do in an area that is both sensitive and one that touches most people at some stage in their lives.

SOLUTION

To fully understand why existing support workers do what they do, we ran a focus group to investigate the motivators and to hear real-life stories. Our creative team then set to work to produce a personal and appropriate creative identity; one that would put empathy and natural caring skills needed for these roles at the very heart of the campaign. We concluded the best way to communicate this was through video, showing everyday situations where people made a difference, doing everyday things and how this translated into a care workers' job.

This was driven by the central campaign message of "You'd be surprised how qualified you are to be a support worker – just by being you'." With a small promotion budget and to ensure that the power of the video's visuals were maximized, we used social media to push the video out to the target audience using geographic and behavioral targeting methods.

RESULTS

The social media campaign ran for just over two weeks and in that time delivered over 51,000 impressions, converting to over 1,000 click-throughs – an impressive rate of 2.1%. Equally impressive, YouTube delivered almost 172,000 impressions and over 75,000 views.

