

MM09 - Made with Care Recruitment Scheme



Following the success of its campaign last year, the Government has relaunched its 'Made with Care' adult social care recruitment scheme. In the midst of talent shortages, this may be the boost the adult social care sector needs. Our partner Napthens has set out a brief overview of the campaign and how it can help your business.

What is Made with Care?

'Made with Care' is a government social care recruitment campaign in England which is due to run until March 2023.

The campaign will advertise the adult social care sector across various video and audio-on-demand platforms such as ITV Hub, All4 and Spotify aiming to boost visibility and attract new talent to the adult social care sector.

Why does the sector need it?

With the care sector facing challenges over talent recruitment and employee retention, posting job vacancies on the [national recruitment job site](#) will likely help raise your business' profile as an employer and potentially boost applications with existing talent within the adult care sector but also attracting fresh and new talent within the sector.

How can the campaign help you?

The Government scheme has released resources to help your recruitment drive. It encloses campaign materials (posters, banners and a leaflet), recruitment templates, marketing ideas and recruitment selection. The content can be used to either re-establish your current recruitment campaigns or used to enhance your recruitment campaign.

How QCS can help you?

QCS also has the Ultimate Recruitment Toolkit available for customers in the Resource Centre or download a copy here <https://www.qcs.co.uk/theultimate-recruitment-toolkit/>

Further reading and resources:

[Government's 'Made with Care' Press Release](#)

[Department of Health & Social Care - Recruiting social care staff](#)

[Resources to help you recruitment](#)

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[DWP 'Find a Job' guide](#)

If you have any questions in relation to recruitment and employment law, then please do not hesitate to contact a member of the Napthens Employment Team or use the enquiries form on your QCS dashboard to book a free 30-minute call back.

By Napthens for QCS - Published 01 December 2022

*All information is correct at the time of publishing.

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