

Other ways you can attract people to apply to work for you

1. Review your workforce plans.
2. Involve people who use services in your recruitment.
3. Understand the local areas in which your services are based, including current factors that may have an impact on the availability of jobs in these areas.
4. Time your recruitment drives with local or national campaigns and activities.
5. Link up with local schools, colleges and universities.
6. Offer taster days or work experience.
7. Make sure you are clear about the type of person you are looking for and that this is prominent when you advertise.
8. Let people know what benefits you can offer them if they work for you. Remember, financial rewards may not be the only attractions.
9. Link with local communities and offer opportunities for people to volunteer in your service.
10. Review the diversity in your workforce.

Adapted from 'How to widen your pool of potential recruits—10 tips', Skills for Care