

BUILDING A RECRUITMENT CAMPAIGN



If you're looking to attract people to your organisation and help grow the care and support sector, building a recruitment campaign that considers the people you want to hire and the best way to engage them is an important first step.

Here's how to get started.

KNOW WHAT YOU'RE TRYING TO ACHIEVE

Ensure your recruitment plan aligns with your business growth.

- How many roles do you need to fill to achieve your goals?
- How many enquiries do you want to generate?
- What messages do you need to communicate?
- What type of person or people do you want to recruit?
- How will you find them?
- What is your employee value proposition – your point of difference as a business?

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CONSIDER WHAT MOTIVATES DIFFERENT AUDIENCES

The care and support sector offers valuable opportunities for a wide range of people, including students, job searchers and people looking to transfer into the sector. There are different motivations that will inspire these audiences.

STUDENTS

This audience includes secondary students considering their post-high school options and tertiary students currently studying allied health, nursing, teaching, psychology or the creative arts at university or TAFE.

Students are likely looking for work that will fit into their lives while they are studying, is viewed as fun and social, builds on their professional skills, and makes them competitive when applying for future roles.

You can appeal to this audience by highlighting the part-time and casual roles available in the sector, the diversity of roles, the rewarding relationships that people build with those they support, and the opportunities to upskill.

SEARCHERS

This audience includes anyone who is looking for work, and particularly those in their teens, 20s and early 30s who are working in casual or short-term jobs, for example in hospitality or retail.

Searchers are looking for job security, satisfaction, and fulfilment.

To reach this audience, be sure to communicate in your recruitment campaign that care and support work is meaningful, the sector is growing, and there are multiple pathways. This includes the option to earn while you learn.



TRANSITIONERS

This audience includes people who are looking to move into care and support work, for a range of reasons. They might be seeking a change of employment from their current professional careers or another long term job in a different sector. They may have recently arrived in Australia, or they could be looking to enter the paid workforce after time away caring for friends or family.

Transitioners will likely be interested in roles that build on their existing skills and help them learn new ones, and that give back to the community. To recruit this audience, it will be important to discuss the opportunities to learn and grow in the sector, as well as the meaningful and rewarding nature of care and support work.

RECRUIT DIVERSE AND REPRESENTATIVE CANDIDATES

Care and support roles are as diverse as the people and communities you work with.

The sector needs to attract workers with the right skills, values, attributes, and diversity of experience to match the range of participants and clients.

Considering the people your organisation cares for or supports, is there an opportunity to recruit candidates that represent their language, cultural needs, age, and interests?

Our fact sheet on [‘How to recruit, support and retain multicultural workers’](#) can help you take the first steps to increasing the diversity of your organisation.

You can also refer to our fact sheet on [‘Developing a culturally safe work environment for Aboriginal and Torres Strait Islander people’](#).

Other diverse audiences and communities to consider in your recruitment strategy include younger workers, mature age workers, people with disability and LGBTQIA+ people.

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HIGHLIGHT THE BENEFITS OF WORKING FOR YOUR ORGANISATION

There are many benefits to working in the care and support sector.

Care and support workers can learn, grow and thrive with on-the-job training, mentoring, peer support, and flexible working arrangements. They will be doing meaningful and rewarding work, building warm and mutually beneficial relationships with the people they care for or support.

People who have transferred into the sector from other careers or after time away from the workforce will also be able to utilise their existing skills and can pursue vocational pathways to upskill or reskill.

Consider how you can promote these benefits in your recruitment approach.

USE SOCIAL MEDIA AND YOUR WEBSITE

Social media and your website are great channels to help drive your recruitment.

It is also where many potential candidates will start their job search, so make the most of your channels. Some suggestions include:

- Share jobs on your social media channels: Drive people from your social media channels to jobs advertised on your website or job search provider.
- Share and link to the [Care and Support Jobs website](#): Let people who have seen the national campaign know they are in the right place by having the **A Life Changing Life** campaign visible on your social media and website.
- Build a community: Ask your staff to follow your social media channels and share your posts on their own pages.
- Use engaging content: You can share the [stories of people in the care and support sector](#) to engage your audience.
- Interact with your audience: If someone gets in touch, make sure to answer their question or thank them for their comment.

CO-DESIGN YOUR RECRUITMENT STRATEGY APPROACH

Encourage the people being cared for or supported to be involved in the recruitment. They are the best ambassadors for your organisation and will naturally highlight the benefits of working in the care and support sector.

You can also speak to your staff to get their feedback and suggestions on recruitment. For example, they might be able to recommend people they know who would be a great fit for the sector, or they could speak to interviewees about care and support work.

BE CONTACTABLE

If a candidate is new to the care and support sector, they might be interested in speaking with you ahead of applying for the role.

Being available to discuss how your organisation operates and what their role will look like, as well as answering any questions they might have about the sector, will encourage them to apply.

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HOLD CAREER TALKS

Have you considered working with schools, universities, Registered Training Organisations and TAFEs in your area to hold talks about what it's like to work in the care and support sector?

Engaging with nursing and allied health students is a great way to encourage the next generation of clinical care professionals.

You can showcase the opportunities available for young people looking to build a career that can change lives.

HOST A MEET-AND-GREET

Traditional job advertisements and recruitment practices may not be the best way to engage with some candidates.

Transitioners, for example, may feel intimidated by a formal interview process, especially if they are entering the paid workforce after some time away.

Consider innovative recruitment practices such as hosting a meet-and-greet, community event or open day to encourage people to find out more. Arrange for the people who are cared for or supported to be there to meet potential workers and ask your staff to attend and speak about their roles.

USE A LIFE CHANGING LIFE MOBILE EXHIBITION PACK

If you're holding a career talk with a larger audience, such as a career expo, you might be interested in the **A Life Changing Life** mobile exhibition pack to promote the campaign.

The pack includes:

- Pull-up banner/s
- Video image loop
- Digital background (for virtual meetings/conferences)
- Posters – digital or print ready file

- Postcard – digital or print ready file
- Presentation template.

We encourage you to book a pack well in advance.

Pending availability of the pull-up banner/s, the Department of Social Services will send out the banner/s. The return postage will need to be paid for by the stakeholder who borrows the pack.

To discuss your needs, contact careandsupportworkforce@dss.gov.au

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