

Hints & Tips for successful recruitment, in the eye of the storm

Marcus Williamson - October 2023

Overview

1. Where are we?
2. Top tips to address themes
3. Reflection



Where are we?

In the eye of the storm; what we've done historically isn't as effective now

It's a candidate's market now; it's no longer about the role, it's about the candidate



But wait - there is hope! → With a more **focused** and **specialised** approach you can still attract the staff you need.

...we've still managed to staff the 'unstaffable' packages in this storm for case managers, with some techniques which we'll be coming on to.

Top tips to address key themes

Theme 1: Recruiting quality staff is tough due to the skill gap.

- **Pre-screening** effectively allows you to save time with 'maybe's
- It will also recover time to invest into pursuing stronger candidates
- As an added bonus it will help you uncover gems in the rough, natural carers who's true experience isn't on the CV (e.g. cared for a loved one)

You can't change the job market, but you can spend your time more efficiently on strong candidates and those who otherwise would be missed.

Top tips to address key themes

Theme 2: Low employment incentives make attracting candidates difficult.

- **Center conversations around candidates** not the roles (this is key!)
- Carers are not here for pay alone, ensure you understand their motivation
- Map back the role to their priorities & the client needs back to their skills

We are pitching the opportunity to them as professionals, Help them realise their unique skills, both professional and personal, complete the puzzle.

Top tips to address key themes

Theme 4: High staff costs are a challenge due to a cost surge.

- Direct employment with a stable happy team is the lowest cost*
- **Pay needs to be addressed tactically** (not a broad brush or finger in air)
- Pay needs to be high enough to reflect skills so you can retain who you hire

"Measure twice, cut once" - set local-appropriate pay to avoid opportunity cost and family / partner pressure on candidates to do the right thing.

*This does not apply to all circumstances! Agency usage on particular packages and notably at the start can be a wise /cost effective move

Top tips to address key themes

Theme 5,6,7&8: In short - understaffing & retention is impacting the package & family.

We've worked with a number of teams to fix this 'catch-22' of recruitment & retention:

1. **Identify the leaks** in the bucket *(Why are people leaving? Team dynamics / pay etc)*
2. **Plug the leaks** before filling it *(Is it a competitive role? Ensure paying going rate etc)*
3. **Position** the bucket for filling *(Mobile optimised ads / ensure visibility of ads etc)*
4. **Not wasting** water... *(Be available for candidates; evenings /weekends, use WhatsApp etc)*

Good quality carers prefer to leave roles than deliver poor quality care whilst unsupported.

In reflection

- We need to adapt our methods (we need to **start selling** our roles!)
- Pay is not everything, but it **needs to be right** (tactical rates for the area)
- We need to get **more efficient** (pre-qualification and look beyond the CV)
- Methods need **adapting to candidates** (mobile optimised ads, WhatsApp)
- Start **prioritising candidates** (speaking with them on evenings & weekends)

Thanks for listening

Please reach out if you have any questions or would like to speak with me more about techniques for recruiting & retaining your staff.

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Who are Social Care Recruiting?

- We specialise in direct employment on behalf of case managers for hard to recruit for complex & remote packages
- We have the ability to provide up-to-date factual data regarding going pay rates in any given area (and based on role / skills needed)
- We also support pre/during/post recruitment, our expertise costs less than what case manager time is worth