



The Children's Homes Association

Recruitment campaign

'If You Care, You Can'

Vision

- There is an acute workforce crisis in residential childcare
- For more than 30 years, there has been no national campaign or initiative to celebrate and promote work and careers in residential childcare, and one-sided media portrayals have worsened the issue.
- As a membership organisation we have a unique opportunity to engage with real people working in these settings and share (and learn from) their stories to promote careers
- The 'If you care, you can' campaign will shine a light on the reality of residential childcare, the rewarding work, and the excellent career opportunities available to individuals from a wide range of backgrounds.

How it works

Awareness campaign

- A series of films featuring real residential childcare staff from various backgrounds will be the main driver of the campaign, sharing their experiences and career journeys, enabling us to shine a light on the career opportunities in residential childcare settings - so far produced with CHA members.

Website: residentialchildcarecareers.co.uk

- Our campaign website will be a hub for these inspiring stories and direct visitors to clear information about the career opportunities on offer in residential childcare, as well as targeted profiles of staff to engage certain audiences.

Job Board: jobs.residentialchildcarecareers.co.uk

- Connected to the campaign website is a residential childcare careers job board, tailored to the sector and providing low-cost job posting for CHA/NASS members (market rate pricing for non-members)
- To ensure the site is populated all job posts will be free to members for the first year, priced at market rate for non-members.
- After the free period, CHA and NASS members will continue to receive significantly discounted rates (that will be set well below typical costs)
- Any revenue will be used to cover the costs of the job board going forward and invested in advertising

Awareness

PR campaign

Targeted social
media marketing

Traditional
advertising routes

Media
partnerships



Information

residentialchildcarecareers.co.uk

Real people, inspiring stories

Getting started

Roles, pay and progression



Recruitment

jobs.residentialchildcarecareers.co.uk

Employer profiles

Sector-specific categorisation and
applicant screening options

Job posts managed directly by
employers

Sample films

<https://vimeo.com/760037299/672af32bdc>

<https://vimeo.com/773868058/7aee9c53c8>

<https://vimeo.com/771466612/683178f57a>



Campaign website: Clear, engaging career inspiration and information



"There are so many rewarding things about this job"

Hear about Prya's journey as a residential childcare practitioner and why she's found her dream role.

[Read Prya's story](#)

Getting started

What do I need to start? -

You don't need any qualifications to start your career in residential child care, but you might be surprised at the ways you can make the most of your own life experiences, education, interests and passions to enhance your work and progress.

What qualities are essential in this work? +

What skills will I use and develop to support children and young people? +

Applying for your first job in residential childcare +

[ROLES, PAY AND PROGRESSION](#)

Roles and career progression

Residential Care Practitioner - Level 3 Diploma -

You don't need any qualifications to start your career in residential child care, but you might be surprised at the ways you can make the most of your own life experiences, education, interests and passions to enhance your work and progress.

Qualifications - study while you work +

Team Leader +

Assistant Manager +

Managing a children's home +

Specialist roles and interests +

[Browse jobs](#)

Customised Job Board

- The job board platform we have chosen is a leading 'white label' platform that is simple to set up and manage and is completely customisable to the needs of the sector, for example, in terms of how jobs are categorised, and applicant screening options available for employers.
- Employers who set up and manage their own profiles and roles. Administration is therefore minimal in terms of the broader function but administrative resource will be required to manage member involvement, benefits and review and improvement.
- As generating revenue is not the primary focus of our project, we are able to set any level of pricing and discounting for members and adapt this over time for other audiences. Job posts will be free for the first year for all members, and heavily discounted beyond that point.
- The aim is that, with the job board being open to the whole sector (paid) it will become financially self-sufficient after the first year, with any surplus revenue being available for advertising spend.
- CHA members have been surveyed for input on job role categorisation etc,

Addressing the sufficiency crisis for high need / risk CYP. A moral duty??

- There is serious sufficiency crisis for acute / high need and risk children and young people. The system is failing.
- We need to work as a sector to develop new provision to meet emerging needs
- Workforce challenge relevant. Acute / high need and risk children and young people require experienced staff.
- How can the independent sector work together to develop specialist provision to meet the needs today?



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