



Employer's Guide

to submitting a vacancy on the Proud to Care Cornwall website

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The work of Proud to Care Cornwall is supported through various ESF funded programmes.

What is Proud to Care?

Proud to Care is a South West regional campaign aimed at raising the profile of working in care and support. It is a proactive and collaborative recruitment and retention approach to addressing a growing supply and demand gap for care staff.

This is the first time local authorities have taken a regional approach to raising the profile of care and 16 councils across the South West, and Health Education England, are supporting the campaign. The Association of Directors of Adult Social Care, Skills for Care and Skills for Health are also lending their support.

The campaign website www.proudtocaresw.org.uk features interviews with care and support workers, who talk passionately about their love for care work, and links to local recruitment opportunities.

The campaign is aiming to reach all potential care workers but is specifically targeting key audiences including younger people and those who have studied for a health and social care qualification; parents considering a return to work; people aged 50 plus who might want to give something back to their community; and students seeking employment over holiday periods.

Proud to Care Cornwall

The Proud to Care Cornwall website and recruitment platform www.proudtocarecornwall.org.uk is our local resource which supports the regional project. It tells some amazing stories of local people who work in care and provides advice and guidance for job seekers and providers alike.

How you can get involved

Proud to Care Cornwall attend a range of careers events throughout the year and we welcome support from providers wishing to join our stall. These events allow us to reach an engaged audience and directly answer questions from people who are considering a career in care.

We also have a Proud to Care Ambassador scheme for care and health workers who are passionate about their work and want to inspire others to start a career in care by attending various events to talk about what they do. This could be in schools, job centres or at regional shows.

Finally, you can support us by following and sharing our social media pages on [Facebook](#) and [Twitter](#).



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The Jobs Board

How to upload jobs

- To upload a vacancy please go to www.proudtocarecornwall.org.uk/submission
- You will be asked to login using the details we sent you.
- Fill in the details of your job:
 - **Job title** – what's the job you are advertising?
 - **Job Region** – tick all of the regions where this vacancy exists
 - **Job type** – full-time/part-time/flexible/apprenticeship/nights/work experience/volunteer
 - **Salary/hourly rate** – write in the figure and if it's per hour or annual. Write 'voluntary' for unpaid work.
 - **Job Category** – choose the appropriate category for your vacancy
 - **Job Details** – this is for a description that will sell the job and your organisation and make you stand out
 - **About You (shows as a subtitle)** – here you have the option to outline any desirable qualities
 - **Essential Skills (shows as a subtitle)** – list the skills required to be able to carry out this job
 - **Application email/URL** – link to an online application form or email address where candidates can apply
 - Add your company details and logo

Click on **PREVIEW** to see what potential candidates will see.

- If you wish to make an amendment, click on **EDIT LISTING**
- Please check all details thoroughly. Once you are happy with your advert, click on **SUBMIT LISTING**

The Proud to Care Team will review adverts submitted for approval within 2 working days. Once published, adverts remain live on the website for 30 days.

Contact Us

If you experience any difficulty using the Proud to Care website or you have any other questions please email proudtocare@cornwall.gov.uk.



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Top tips for adding jobs

- ✓ A **full and detailed advert** will appear best on the website, giving prospective applicants all the information they need and selling your business as a place they would like to work. We recommend that you use all of the fields on the Submit a Job form as this will greatly increase the look of your advert and engage with candidates.
- ✓ **Add a logo** – it's great if you can add your company logo to your job listing. Logos need to be in a square between 200x200 pixels and 500x500 pixels. When you have uploaded a logo once you don't need to do it again unless it changes.
- ✓ **Add your company website** – help potential candidates find out more about you by adding a link to the jobs page on your website. **If you don't have a website add a link to your Facebook page instead.**
- ✓ **Think about the user experience** – make your Application URL relevant. If you don't want to receive applications directly to an email address, you can still make it easy for the user by taking them straight to an application form or appropriate Jobs page when they click the 'Apply Now' button. **If users can't see the information they're expecting when they click 'Apply Now' they're likely to disengage and your hard work will be lost.**

FAQs

How can I make changes to my advert?

Once you have submitted your vacancy you can no longer make changes to it. Please email details of the changes you require to proudtocare@cornwall.gov.uk and we can make them for you.

Do I need to resubmit my vacancy every 30 days?

The Proud to Care Team regularly reinstate expired vacancies where the advert appears to be open-ended to fill an ongoing need (ie. not for individual roles or where a closing date has been advertised). We will let you know when your advert has been reinstated so that you can request changes or to have it removed.

My logo doesn't appear correctly when I preview my advert

Logos need to be in a square when they are uploaded. If you need help getting your logo the right size, send it to proudtocare@cornwall.gov.uk and we can resize it for you.

How do you promote my vacancy?

As well as attending Careers Fairs and running advertising campaigns, we frequently promote vacancies across our social media platforms. We also work closely with local Job Centres and training providers, sending them a weekly update of the latest adverts.



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