

# Why Choose a Health and Social Care Career ?



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What's in it for me ?



BLUE LIGHT CARD.

**CONCERTS  
FOR CARERS**

healthservicediscounts

Health and wellbeing

Travel Staff networks



# 350 Careers One NHS Your Future



We have one of the most competitive and supportive benefits packages offered anywhere in the UK, including:

- 37.5 hour working week
- minimum of 27 days annual leave plus bank holidays
- annual personal development review and plan to support your career aspirations
- access to training courses for all staff
- paid sick leave

## Flexible working





You learn new skills and build confidence

The flexible working hours

## What Gen Z need to know about working in social care



With vacancy rates across adult social care rising, and an estimated 430,000 people who may retire in the next 10 years, we need to attract more younger people to work in care.

These are the benefits of working in care we need to highlight to attract people from Gen Z (that's people born from approximately 1997 to 2012) to build a career in care.

### 1. Work/life balance

This age group wants balance. Showcase the flexibility that social care roles offer.

### 2. Variety

Gen Z wants variety from their jobs; highlight the fact that no two days are the same when it comes to social care.

### 3. Doing good

It's important to Gen Z that their work makes a positive difference to the world. Tell them how working in social care impacts people's lives.

### 4. Do what they love

Gen Z want to incorporate what they love into their jobs. Let them know how their hobbies such as sports, drama, art, cooking or socialising could fit into a career in care.

### 5. Progression

Younger people want to feel esteemed in their roles. Make sure to highlight opportunities for career progression into senior and specialist roles.

[www.skillsforcare.org.uk/recruitment](http://www.skillsforcare.org.uk/recruitment)



## Social care: a rewarding career for you

Why choose a career in social care?



Maintaining dignity and respect  
Working with others  
Willing to learn  
Committed to good care  
Good listener



Click here to get started



How can I progress in my career?

Step up into senior roles.

Get on into a leadership or management role.

Go further in your social care career.

Get in to social care

I want to be a...

- Care worker
- Support worker
- Shared lives carer

Click to see all...

I want to be a...

- Enhanced care worker
- Senior care worker
- Activity worker

Click to see all...

I want to be a...

- Team leader
- Counsellor
- Care co-ordinator

Click to see all...

I want to be a...

- Manager
- Registered manager
- Commissioner

Click to see all...

I want to be a...

- Social worker
- Occupational therapist
- Registered nurse

Click to see all...

Supporting roles

You're a valued part of a team

You gain useful qualifications

It's interesting and fun

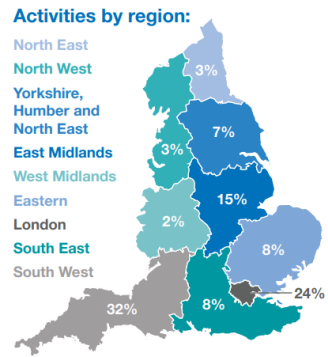
**CARE**



# Careers & Engagement



## I Care... Ambassadors



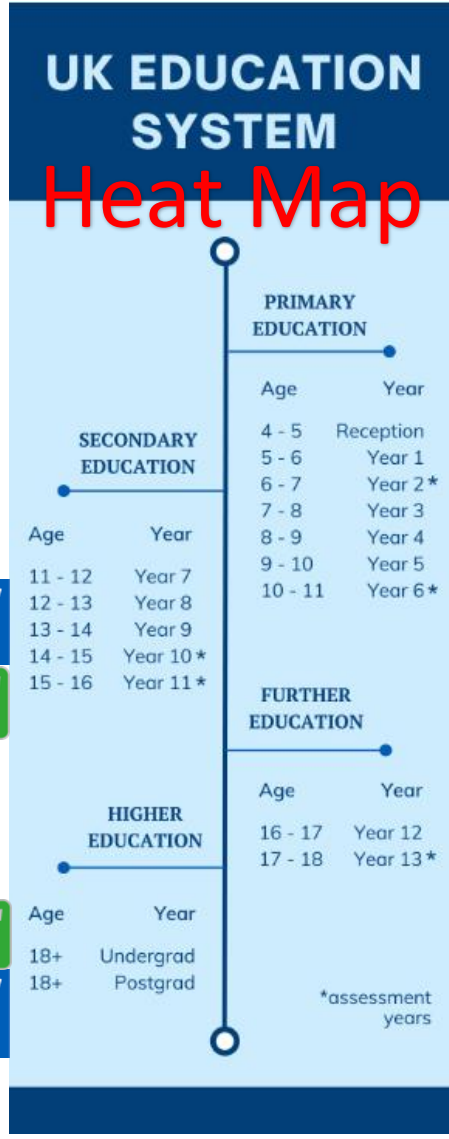
### Who events targeted:

School pupils	50%
Students in college/training	31%
Unemployed people	26%
Career advisors	14%
Teachers/educators	13%
Community groups	10%
University students	8%
Other	8%
Employment advisors	6%

### Activities delivered:

Talk or presentation
Interactive group activity
Careers fair/information stand
Supporting a work placement
Media/publicity
Guided workplace visit
Mentoring new people to the sector

This information is taken from 1,467 responses from the I Care...About Impact tool between March 2017 and March 2019.





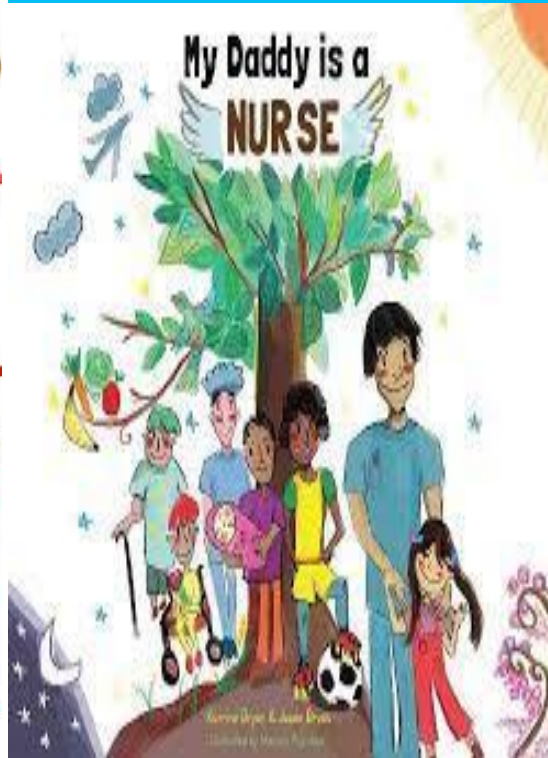
# Career of Choice

## Top 10 jobs identified by boys

MOST POPULAR



**YOU CAN'T BE  
WHAT YOU  
CAN'T SEE.**



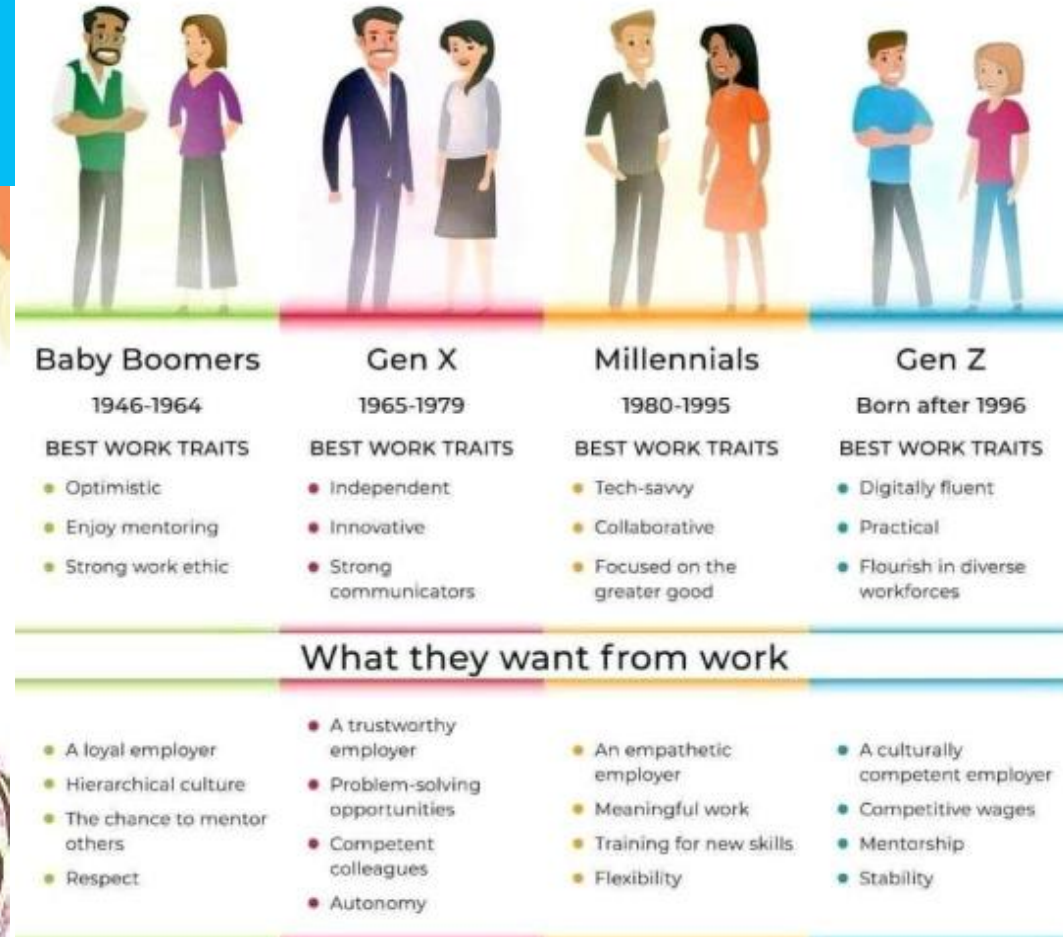
## Top 10 jobs identified by girls

MOST POPULAR

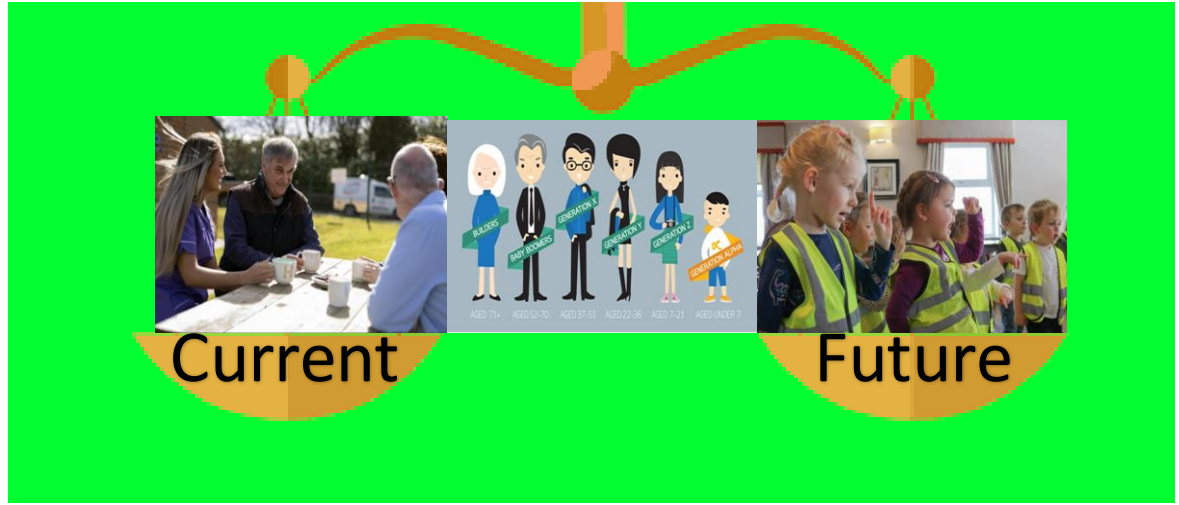


## What employees want by generation

Data source: Mazlo | Infographic design by Antonio Grasso for educational and motivational purposes



More and different needs to be our future workforce goal



What can I do to promote Social Care as a career of choice with you all ?

# Thank you

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