londoncarejobs

...providing a targeted solution to your social care recruitment needs

*"Employers should now be looking to widen their **potential pool** of applicants and the ways in which they develop **new and innovative** ways to **target and attract** people with potential"*

— Skills for Care, September 2016

The adult social care industry is under growing amounts of pressure with an estimated 21% increase in over 65 year olds expected between 2015 and 2025 and a severe lack of social care workers to fulfil the mounting workload.

We understand that the stress, pay and nature of the work makes it difficult to attract and keep the right applicants. Something needs to change.

We would like to help our local Care sector attract the right applicants and keep them in their roles through a new and innovative recruitment campaign across multiple platforms.

" The problems facing the local care sector are close to our hearts, and close to the hearts of our readers. With this in mind, we have launched a new editorial campaign to raise awareness around the care issues in London.

Using our newspapers, websites, social media and videos we will raise the profile of the sector with an impartial look at the current issues. We will share real life stories and put the spotlight on 'care heroes' who work so hard every day to provide such valuable care. Our editorial campaign will also showcase re-training and career opportunities within the social care sector."

Geraldine Scott - Health Correspondent

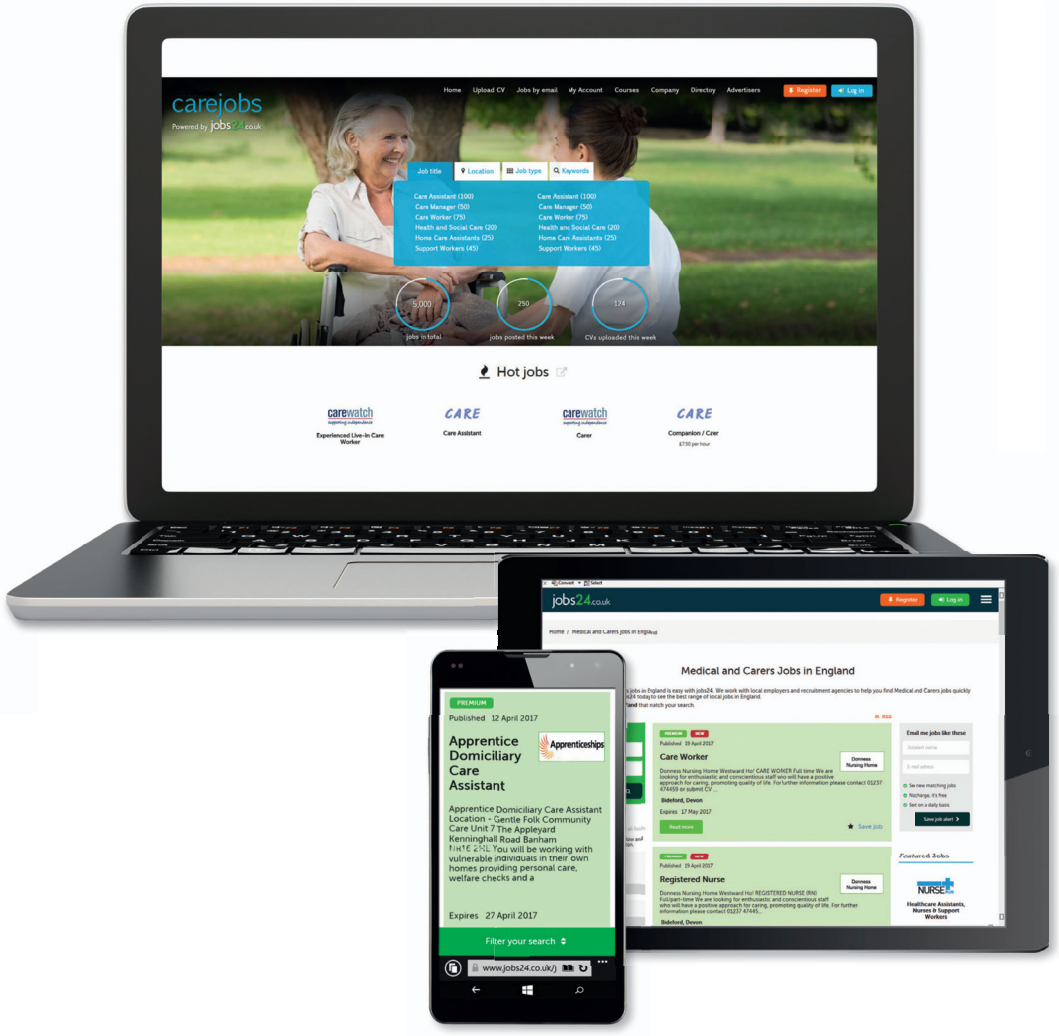
Where are the applicants?
There are an estimated 84,000 vacancies at any one time.

The turnover rate is a huge 27.3%
- That's 900 care workers leaving per day and it's on the rise!

Brexit effect
– There are an estimated 90,000 jobs filled by EU workers whose livelihoods' are threatened by Brexit.

Source: State of adult social care sector and workforce in England. Skills for Care, September 2016.

We have a targeted care recruitment solution, specific to London to alleviate the pressure on your recruitment by building a pool of quality candidates that you can draw on as and when you need them - 'candidates on demand.'



Your business can benefit from:

London Care Jobs Website
Purpose-built jobs portal to promote care jobs in London.

Jobs24
Our trusted, local, well established jobs website with your own bespoke 'Company Profile' page to showcase jobs at no additional charge. This page can be found directly via search engines.

Talent Tracker
Throughout your campaign we will build a pool of active job seekers and target them with your chosen vacancy that month, wherever they are online.

Print advertising
The most trusted media you can buy and still a leading destination for job seekers. Research shows a combined print and digital solution increases return on investment by 300% (source Benchmarketing 2016)

Change the way you think about social care recruitment with London Care Jobs

Our packages

We have flexible opportunities for every budget. Commit for longer to save money and increase your return on investment.

Jobs per month	3 month commitment (price per month)	6 months	12 months
1 job	£165	-	-
Up to 3 jobs	£300	£240	£195
Up to 7 jobs	£560	£448	£364
Up to 15 jobs	£900	£720	£585
Up to 30 jobs	£1,200	£960	£780
Discount on print advertising	**30%***	**40%**	**50%**

*Print discount does not apply to the 1 job package. Prices exclude VAT

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