

## Examples of job advertisements

Including your workplace values in job advertisements means that right from the start, you're clearly communicating what's important to you as an employer and what you look for in employees. Below are some tips and examples to help you create your own values-led job adverts.

### Tips

- Job adverts do not need to be formal. Think of ways you can encourage people with little or no experience to read your advert and respond. A friendly, open tone might attract the right people.
- Share your values in your job adverts and ask directly. Ask 'do you share these values?', 'are these values important to you?'. Or you could share your values via questions in a catchy headline, for example 'do you like helping people?' 'do you have a caring nature?' or 'are you caring, reliable and friendly?'
- Don't be afraid to specify when a qualification or experience is essential. However, if experience is not necessary for the role, make this clear in your advert. Let people know that you are looking for someone with the right values and behaviours and that the right candidate will be supported to learn any necessary skills.
- Think in advance about what you want people to do in response to your adverts. Do you want people to phone for an informal chat or will that be difficult to resource? Would it be easier to run a 'drop-in' coffee morning where you could chat with potential candidates in an informal setting?

## Example one: Support worker

We're [ORGANISATION NAME], a residential care service in [LOCATION] and we provide a range of care and support services for our older residents, some of whom have dementia. We're seeking to recruit some great new support workers; people with the right values and behaviors to work in our residential care service – could this be you?

Our main priority for this job role is to find people with the right values, behaviors and attitudes that match our own! You don't need to have previous experience in this field, nor do you need qualifications – we're happy to work with you to help you become an excellent care worker

**Above all we want someone that shares in our values. These are:**

- **a commitment to quality and being the best we can**
- **providing excellent care and support to all of our residents**
- **showing dignity and respect to the people that they will be working with**
- **working well together as part of our team.**

Are these values important to you?

The duties are varied and no two days will be the same. Our residents are individuals and they all deserve to be treated as such. However, as a general guide, duties may include some support with personal care needs, as well as help to take part in a wide range of special interests and activities that support their health and wellbeing such as arts and crafts, watching the footie, drama, musical evenings, gardening, shopping trips and social occasions.

Interested? To find out more, please call [PHONE NUMBER] for an informal chat or complete your application at [WEBSITE ADDRESS].

We're holding an informal coffee morning on [DATE] pop in and have a chat – we'd love to meet you.

## Example two: Team leader

We are [ORGANISATION NAME], a high quality care service in [LOCATION], supporting adults with learning disabilities. We're seeking to recruit a team leader who is able to encourage a workplace culture based on respect and dignity for those in need of care and support. You'll also need to provide supervision and values-led management to a team of new support workers.

We're keen to recruit someone with the right values and behaviours who can help us ensure our workplace values are at the heart of everything we do. Our values are:

- commitment to quality care and support
- dignity and respect
- working together.

### **Do you share these values? If so, read on...**

As team leader, you'll oversee the development and implementation of care plans that are designed to provide meaningful choice and support to those in need of care and support, so they can access services to help them lead the life they want. We're looking for people who will instill a culture of continuous improvement, through dialogue with people who need care and support and their carers.

You'll also be able to demonstrate experience in managing and developing staff, alongside leadership abilities and excellent communication and interpersonal skills. You should also have a minimum of [x] years' management experience within the learning disability sector and hold a minimum of an [xx] qualification.

If you have the right values for [ORGANISATION NAME], you will be supported by a programme of continuous training and development. If this sounds like the right opportunity for you, or to find out more, please call [PHONE NUMBER] or complete your application at [WEB ADDRESS].