



Strategic Carer Recruitment Communications Manager



- Salary Scale:** £43,856 gross per annum based on full time hours of 37 per week
- Accountable to:** Head of Strategic Advice
- Dept:** Strategic Advice
- Hours:** Full Time (37 hours per week over 5 days)
- Contract:** Fixed Term Contract – This is a 12-month fixed term contract running to June 2025 which may be subject to extension based on funding and project opportunities
- Location:** Home based with access to Liverpool office, and travel as required

Background

Shared Lives Plus is the UK membership charity for more than 6,000 Shared Lives carers, 150 Shared Lives schemes and a growing network of over 25 local Homeshare organisations. Our vision is a kinder, stronger society built on sharing our lives and our homes. We help build communities where everyone lives a full life, regardless of the support they need. We do this by turning Shared Lives and Homeshare into thriving, mainstream options, with all the right structures in place to support and guide those who want to share their lives and homes.



Shared Lives Plus' strategic advice team provides consulting, training and improvement support to local organisations to help them review, grow and diversify Shared Lives and Homeshare across the UK. This year the Strategic Advice team will be supporting a number of local authorities and their partners in the NHS, housing, and the voluntary and community sector to delivery local Accelerating Reform Fund (ARF) funded projects, a new £42.6m new innovation fund which has been set up to support innovation in adult social care. Around half of Shared Lives schemes across England will receive funding to grow and develop their support for people with a learning disability, dementia, young people leaving care, unpaid carers, and people leaving hospital.

A significant issue which is arising for local organisations involved in the ARF is the need for support around how local areas can recruit more Shared Lives carers. We are looking to recruit an experienced communication and marketing manager to join our team to provide support to local areas in cutting edge multi-channel and multi-media communications and marketing recruitment activities locally.

As well as a competitive salary, you will benefit from flexible working, 27 days annual leave (pro rata), birthday leave, and health and wellbeing support via Care First. At Shared Lives Plus you will join a dynamic, passionate, and inclusive team who believe that everyone should be able to choose who they spend time with and do what matters to them.

Shared Lives Plus is an Equal Opportunities Employer and we are committed to ensuring that all staff are motivated, skilled, and rewarded by their work. We welcome applicants regardless of race, religion or belief, colour, national origin, sex, sexual orientation, disability, age, and other protected status as required by law. We promote and protect human rights; they are the foundation of what we do.

We want to be an inclusive place where a diverse mix of talented people want to come and contribute their unique strengths and perspectives. We are focused on equality and believe that all the fascinating characteristics that make us different, make us more able to deliver our life-changing work with passion and creativity. We especially encourage people with lived experience of the care system to apply for this role.

Shared Lives Plus www.sharedlivesplus.org.uk www.homeshareuk.org

Company number 4511426 Reg Charity number (England and Wales) 1095562 Reg Charity No (Scotland) SC042743



Job Objectives

The overarching objectives of this role include:

- 1. Provide expert advice on all aspects of local Shared Lives carer recruitment communications and marketing activities to recruit and retain more local carers**
- 2. Lead on the coproduction of new marketing strategies, messages, audience research and materials with people who work in Shared Lives, Shared Lives carers and people supported by Shared Lives.**
- 3. Manage the delivery of complex, multi-stakeholder, consulting and improvement projects, to time and budget, working closely with local authorities, Integrated Care Board leads, communications teams and community stakeholders.**
- 4. Developing communications and marketing resources with communications team to recruit Shared Lives carers, increase referrals and awareness that Shared Lives care can support people with a diverse range of backgrounds, which can be used across the UK and tailored to regional and local populations.**
- 5. Lead on the development of a bank of strategic advice good practice resources and tools to support ongoing carer recruitment and Shared Lives' growth.**

Main duties and responsibilities



- **Provide expert communication and marketing advice on all aspects of local Shared Lives carer recruitment to enable local areas to recruit and retain more carers, including:**
 - Auditing existing communication and marketing activities
 - Conducting stakeholder mapping and audience research
 - Researching and segmentation local populations
 - Recruitment message development, learning from previous experience, current trends, insight from members and wider national carer recruitment drives
 - Developing recruitment strategies and plans, which involve multiple stakeholders and partners
 - Developing cutting edge marketing content, such as videos, case studies, animations, flyers, posters, and social media posts
 - Designing multi-channel marketing approaches, including digital, social media, word of mouth, face to face, direct mail
 - Evaluating and reviewing communications performance, including digital analytics and feedback

- **Lead on the coproduction of new PR, communication and marketing strategies, messages, audience research and materials with people who work in Shared Lives, carers and people supported by Shared Lives.**
 - Develop analysis of local stakeholder groups and potential targets for recruitment / influencing / advocacy
 - Development target segments of local population
 - Conduct qualitative research to explore key motivations / barriers and recruitment opportunities for different audience
 - Develop audience key messages



- Develop multi-discipline strategies which target specific groups of potential carers, through multiple channels for example media, internal communications channels, community engagement, marketing, outdoor advertising and social media
- Develop evaluation methods which identify successful tactics and areas to adapt and improve
- Plan and advise on use of local and regional budgets for recruitment

- **Manage the delivery of complex, multi-stakeholder, consulting and improvement projects, to time and budget.**
 - Maintaining high quality delivery through the development, communication and management of clear project plans,
 - Working in collaboration with internal teams and external stakeholders,
 - Identifying and managing project budgeting and risk.
 - Lead on the co-ordination of planning, delivery and learning for each project to develop a joined up national carer recruitment activities, including sharing learning with members and our communication network
 - Advise on the development of new strategic advice communication products and opportunities.

- **Developing communications and marketing resources to recruit Shared Lives carers, increase referrals and awareness that Shared Lives care can support people with a diverse range of backgrounds**
 - Design bespoke recruitment strategies to reach different communities, such as minority ethnic, younger carers, carers who want to work with young people and people with dementia, carers who want to delivery day and respite support.
 - Work with specific groups to ensure that people with lived experience are involved in the production of strategy and materials



- **Lead on the development of a bank of strategic advice good practice resources and tools to support ongoing carer recruitment and Shared Lives growth.**
 - Develop internal and external evaluation methods to develop best practice guides and a knowledge bank
 - Work across internal and external stakeholders to capture a legacy of learning and good practice in relation to communications and marketing to support Shared Lives carer recruitment.
 - Work closely with the Shared Lives communications team, care leavers programme communications and engagement officer, to ensure that learning is embedded in our practice and co-ordinated with existing communications delivery and channels
- **Develop a PR and communications plan about Shared Lives and Shared Lives Plus within the Accelerating Reform Programme**
 - Work closely with the communications team to develop key opportunities to raise awareness of Shared Lives care across the UK so that Shared Lives is better known amongst key audiences (potential carers, people looking for social care support, their friends and families and social workers)
 - Raise the profile of Shared Lives Plus, celebrate our successes and share our learning to deliver our organisational aims.
- **General responsibilities and working practices:**
 - Contribute to the planning and running of Shared Lives Plus events.
 - Monitor and report on the outcomes of the post, including reports to the Board of Trustees and reports to funders.
 - Engage in continuous self-development and training.
 - Work cooperatively with Shared Lives Plus colleagues UK-wide.
 - Work in a way which promotes diversity, equality and equity of opportunity and anti-discriminatory practice, embracing the principles of coproduction.



- Always operate in a way that is consistent with Shared Lives Plus's legal responsibilities including health and safety legislation and guidance.
- Work in accordance with Shared Lives Plus aims and objectives and policies and procedures and to promote a positive image of Shared Lives.
- Undertake such other duties as may reasonably be required, commensurate with the level of the post.

Person Specification:

Criteria	
Qualification	Preferably educated to degree level, CIPR or CIM qualified, or similar or have significant relevant experience and transferable skills that you can demonstrate
Experience and skills	Managing success, multi-stakeholder, multi-channel recruitment communication campaigns in adult social care Knowledge of adult social care Knowledge of Shared Lives and carer recruitment Making presentations to a variety of audiences including professionals. Successful project development and management. Ability / experience to work with people with lived experience Excellent written and verbal communication with a range of audiences. Effective organisation and time management skills.



Criteria	
	<p>Able to work flexibly and creatively using own initiative.</p> <p>Understanding and experience of following safeguarding policies and procedures</p> <p>Experience of supporting emotional wellbeing before and after participation activities</p> <p>Experience of planning and facilitating events and workshops</p> <p>Experience of engaging with people in creative ways</p> <p>Competent IT skills – working knowledge of Office 365, Teams, and Zoom.</p>
Knowledge	<p>An understanding of Shared Lives and Homeshare and the philosophy underpinning our work and the sector.</p> <p>Knowledge and understanding of relevant government policies.</p> <p>An understanding of the ways in which support can be funded, commissioned, and delivered.</p> <p>Knowledge of the challenges and opportunities facing the statutory and voluntary sectors.</p>
Values and Behaviours	<p>Authenticity</p> <p>Integrity</p> <p>Sense of Purpose</p> <p>Zest and Energy</p>
Attitudes	<p>Possess a positive, problem-solving approach to work</p> <p>Commitment to empowering people who use services and their families, promoting their rights and services which are user-led, personalised and self-directed</p> <p>Tolerant and understanding with a positive attitude</p>



Criteria	
	<p>Energetic, tenacious, and friendly, a person who enjoys meeting new people and building relationships</p> <p>Confident, positive, and innovative</p> <p>A true team member who is willing to help and support colleagues in a small team</p> <p>Ability to diffuse conflict</p> <p>Demonstrable commitment to working in ways which promote equality of opportunity and diversity</p> <p>Commitment to continuous professional development.</p>
Practical	<p>Ability to work the hours dictated by the needs and demands of the job (occasionally including evenings)</p> <p>Able to travel as and when required by the job, including some overnight stays across the UK.</p>

Values and Behaviours

Shared Lives Plus considers its culture to be a supportive, encouraging and empowering one. The culture is based on our values – these are listed below along with we feel this would look like for this role:

Authenticity <p>We take time to understand from different perspectives</p>	Integrity
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<p>We seek and give both positive and constructive feedback, ensuring our feedback is authentic and relevant – both praise and learning</p> <p>We can be relied upon to do what we say we will</p> <p>We are open when we cannot meet expectations and give an honest explanation that builds mutual trust</p>	<p>We take responsibility for our teams, maintaining a 'no blame culture', while ensuring staff are accountable and can learn from their mistakes</p> <p>We are respectful of colleagues and their perspectives</p> <p>We are open about our mistakes and take responsibility for our actions, seeing these as opportunities for learning</p> <p>We take responsibility</p> <p>We listen and seek to understand colleagues and customers, including when their priorities and thinking is different from our own</p>
<p>Sense of Purpose</p> <p>Our mission is at the heart of everything we do, and we work co-operatively with colleagues to achieve our joint purpose an objective</p> <p>We portray a positive image of the organisation</p> <p>We learn and develop and help others to do so</p> <p>We recognise that all behaviour is meaningful, whether positive or negative</p> <p>Meetings – we are punctual, we have read the agenda and prepared my thoughts, we have addressed any actions</p>	<p>Zest and Energy</p> <p>We look for opportunities to innovate and to make positive change happen</p> <p>Our doors are always open, and we support colleagues if they have problems</p> <p>We respond positively to new situations and opportunities</p> <p>To find solutions we have to recognise the obstacles to see the way to solving the problem/issue</p>



You can find out more about what it means to work at Shared Lives Plus via this link [Working for Shared Lives Plus - Shared Lives Plus](#)

More information about Homeshare UK and our network of providers can be found on the HSUK website.

www.homeshareuk.org

Application Process – internal and external applications are welcomed

To apply:

The role will be advertised internally and externally for a 2-week period running from the 14th of June until 27th June 2024 inclusive.

If you would like to be considered for the role then please submit your CV along with a covering email/letter based on all the details in the job description and person specification telling us why you feel you're the right person for the role to Helen Handley, Corporate Services Executive at recruitment@sharedlivesplus.org.uk by 28th June 5:00pm.

The closing date for applications is by 28th June 5:00pm.

Interviews will be held between the 5th to the 12th of July 2024.

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