

Recruitment and Engagement Manager (Shared Lives)

Overview	
Job Title	Recruitment and Engagement Manager (Shared Lives)
Salary Range	Up to £30,000, Depending upon experience and qualification.
Location	Wales & England: Covering our Wales services based at Head office, Rhydyfelin, Rhondda Cynon Taf & our England services based in any of our offices: Kingswood, Bristol; Amersham, Bucks. Travelling to events, and to conduct face to face interviews/meetings of applicants and their homes as required. Some overnight stays may be required on occasion.
Reports to	Head of Service
Accountable to	Head of Service's – Business Development and Operations
Responsible for	Assessment and Training Office (Shared Lives)

About Ategi

Ategi are a not-for-profit social care support provider, with over 25 years' experience of helping people to live their lives, their way, in Wales and England.

We offer three person centred services, Shared Lives, Supported Living and Visiting Support, designed to support each individual to live their lives, meeting their needs and working towards their goals. We support people with a range of needs, which can include relating to learning disabilities, autism, sensory impairment, physical disabilities and mental ill health.

For more information about Ategi visit www.ategi.org.uk

What is Shared Lives?

Shared Lives is a bit like foster care - but for adults. We carefully match people who need support with one of our specially trained shared lives carers, and the person will spend time in their home and local community. Just like Summa and Lorna. The Shared Lives carer will support the individual to achieve their goals, and live the way they want to live. People can share their days with a carer, stay for short breaks, or move in and live with their shared lives carer.

Shared Lives schemes provide person centred outcomes for people, living in normal homes. Recruiting and assessing shared lives carers is critical to being able to grow our schemes and enable more people to be supported in this way.

Summa and Lorna's Story

Summa is a young woman who know what she likes and knows what she does not. She is passionate about Manga and can talk for hours on the subject, try and get her to talk about anything else and you will have a struggle. Summa has autism and had been living in foster care for a number of years. Summa finds lots of everyday tasks difficult, like laundry and cooking for herself, and struggles with socialising with people - she'd rather stay in her room. Summa was leaving foster care, but still wanted to be able to live in a home environment, which is why she was referred to Ategi.

Lorna is sociable and warm person; she works as a full time Care Home Manager, and has a lot of experience and understanding on what it takes to support different kinds of people. Having come from a big family and with her own children having left home, she felt she had room in her life, her home and her heart for someone - which is why she came to Ategi.

Summa has been living with Lorna for over two years now. With Lorna's support, Summa has achieved some amazing things. Summa can now confidently cook from scratch and has learned how to contribute to household cleaning. When Summa began her time at Lorna's her work was all done in pencil drawing, with encouragement and guidance from Lorna, she now produces her work digitally, regularly posting her work online and even enters competitions. Summa's confidence and practical ability as a Manga artist has soared since living with Lorna, and now Summa is on the cusp of a major milestone as she prepares to go to University in September to study animation.

To meet Summa and Lorna, check out this short film [here](#).

Who are our carers?

Shared Lives carers are self-employed, but are supported and fully trained by Ategi, and work in partnership with Local Authority Social Workers.

Shared Lives carers come from diverse backgrounds, what they have in common is a strong motivation to support people to develop their skills and work towards their goals, patience and a sense of humour. Carers can bring transferrable skills from a diverse range of backgrounds, such as personal or professional experiencing of supporting someone, education, nursing or many other backgrounds – and of course a willingness to learn.

Ategi's role with our carers

Ategi are responsible for assessing the suitability of prospective carers, providing pre and post approval training. Carers assessed as suitable by Ategi are referred to an independent panel for approval. Once approved, Ategi provide ongoing support and supervision to our carers and additional training. Our schemes then work with carers and carefully match people who are referred to support with carers, and support them to provide person centred support to the individual.

Role Description

Main purpose of this role

This post-holder will market our [Shared Lives](#) services and source suitable candidates to recruit to become Shared Lives carers for people who need support. You will plan and use a range of approaches to analyse data and target marketing towards specific populations/ people most likely to result in Shared Lives carer applications. You will promote Shared Lives carer roles through face-to-face and on-line means. You will undertake initial checks and screening before the applicants undergo rigorous assessments, and line-manage the Recruitment, Assessment and Training Coordinator.

This role:

We know Shared Lives makes a difference to people's lives – and we need to find and recruit more carers to be able to achieve these outcomes with more people.

It is an exciting time to be joining Ategi as part of our new team responsible for recruiting Shared Lives carers, with a responsibility for recruitment, community engagement and marketing towards potential carers.

Working closely with Ategi's Communications and Engagement Manager, Recruitment, Assessment and Training Coordinator as well as our Locality Managers you will be responsible for marketing to and sourcing potential Shared Lives carer candidates.

Responsibilities include sourcing candidates through various channels, planning interview and selection procedures and hosting & participating in career events. You will need outstanding organisational, analytical, research and digital skills. You will need to be a creative individual with fantastic communication skills, a strong understanding of the multiple ways digital tools can be used to support this work and excellent time management.

To be successful in this role, you will be able to develop long-term recruiting strategies and nurture trusting relationships with potential candidates. You will need to be detail-oriented and have a solid understanding of marketing techniques with a keen interest in providing a consistent brand voice across all marketing activities to specific audiences. Top candidates will exhibit critical thinking skills, strong problem-solving skills and meticulous attention to detail.

Ultimately, you will create strong talent pipelines for our company's current and future needs.

Working with colleagues, you will develop our marketing campaigns and strategies to on-board candidates. This will include elements of marketing, promotion and network development to promote Shared Lives roles.

You will work consistently to ensure that your learning feeds back in to the recruitment and marketing strategy to better target our future recruitment efforts.

The successful applicant will have a passion for equal opportunities for people with support needs, excellent people skills, and experience of building relationships with people along with the ability to work closely with colleagues. You will have a strong understanding of equality and diversity and work in an inclusive way. You will be digitally confident, and able to support and encourage applicants / carers in this

area. You will be willing to travel, as the role will include both on-line and face to face elements including home visits.

Key responsibilities

- Manage and support the Recruitment, Assessment and Training Coordinator.
- Lead the strategy for the team, and take responsibility for delivering targets.
- You will use your strong understanding of diversity and inclusion to tailor your approach to enable diverse applicants to become carers, with a conscious approach to interpreting events and avoiding bias.
- Coordinating with Ategi colleagues to identify staffing & carer needs
- Sourcing potential candidates through different channels incl. social platforms and professional networks
- Plan selection procedures, including screening calls.
- Assess candidate information, including resumes and contact details, using the Shared Lives Plus recruitment portal
- Organise and attend job fairs and recruitment events
- Forecast quarterly and annual requirements per scheme
- Foster long-term relationships with past applicants and potential candidates, including building engagement journey's through Campaign Monitor.
- Develop strategic marketing initiatives and activities.
- Implement marketing plans that include print, broadcast and online content.
- Create branded advertising campaigns, and support the Communications & Engagement manager by coordinating and collating content.
- Setup tracking systems for marketing campaigns and online activities.
- Conduct market research to identify marketing opportunities and negotiate media coverage.
- Traffic all advertising efforts to appropriate channels.
- Maintain strict confidentiality of sensitive information.

- Simplify complex data into a user-friendly format such as graphs, charts and other visual aids.
- You will provide high quality written assessments providing evidence and analysis around the applicant's suitability to become Shared Lives carers
- Completion of initial confidential consent forms to gather personal references; GP references; DBS reports including verbal clarification for all references in line with our procedures.
- Maintain effective records and administration in line with Ategi's policies and procedures.
- You will work closely with our Shared Lives schemes to transition approved carers into the support of a Coordinator.
- Working closely with each Locality team, the Recruitment Coordinator and Communications and Engagement Manager, you will feed your learning, to help inform future recruitment campaigns.
- With your team, the Heads of Operations and Quality and Shared Lives Locality Managers you will participate in the set up and implementation of a quality review process.
- Working with other colleagues, you will raise the profile of the organisation and the Shared Lives carer role which may include activities such as working with media, developing social media posts and campaigns, writing adverts and text for the website, attending events, public speaking etc.
- You will have, or rapidly develop, a robust understanding of Safeguarding Adults and Children policy and procedures in England and Wales, and ensure this is front and centre of your team's practice.
- Work in accordance with policies and procedures in relation to Shared Lives service provision.
- Keep efficient paper and computerised records of work undertaken in line with the data protection act.
- Maintain the utmost confidentiality in line with Ategi's policies and procedures.
- Fully support the vision and mission of the Company and contribute to the achievement of any core goals/business objectives set by the management committee.
- Contribute towards positive working relationship with peer group.

Personal Development

- Evaluate and develop own practice through full participation in the supervision and appraisal process, attendance at meetings and training session.
- Contribute to own personal development including identifying own training needs and undertaking additional training as required.
- Participate in, plan, deliver and review relevant in house training.
- Keep up to date with best practice and ensure this is reflected in the service and contribute to the implementation of change as required.
- Contribute to wider business planning and activities.
- Undertake other duties within the remit of the post as required

Person Specification

Skills and experience

Essential

- Proven work experience in Talent Acquisition & Marketing.
- Familiarity with social media, resume databases and professional networks.
- Hands-on experience with full-cycle recruiting using various interview techniques and evaluation methods
- Knowledge of Applicant Tracking Systems (ATSs)
- Experience of successful recruitment in a competitive environment (Preferably in social care/ charitable sector)
- Creative mind with excellent verbal and written communication skills
- Experience of identifying themes from practice to inform learning and sharing this with colleagues appropriately
- You will have a strong understanding of equality and diversity, the ability to identify and avoid potential bias, and the ability to appropriately challenge discriminatory views.

- Experience of implementing new systems/ process including digital desirable
- Strong attention to detail and review
- A keen understanding of the differences between various roles within organisations
- Critical thinker with strong problem-solving and research proficiencies.
- Ability to comprehend and interpret competitor strategies.
- Ability to gather large amounts of data and convert it into meaningful analysis.
- Solid organisational skills and detail oriented.
- Ability to work under pressure and meet strict deadlines.
- Ability to simplify complex information into a user-friendly format.
- Demonstrable interest in working in the charity sector
- You will have an understanding of social care, and of people who may need social care support. You will have a strengths based approach with a realistic understanding of how people's experience and reality of support needs in a shared lives environment. This would include people with learning or physical disabilities, sensory impairment, autism, poor mental health etc.
- Ability to maximise the use of time including efficient use of travel time.
- You will make appropriate use of support and supervision, and work with colleagues to gain additional input where required.
- Excellent written and verbal communication skills in English
- Well-developed interpersonal skills and high levels of emotional intelligence
- Excellent team work skills – commitment to deliver results and work creatively and collaboratively with direct team and other teams in the interests of delivering the organisational strategy.
- It would be desirable to have an understanding of the regulatory frameworks we work within: Care Quality Commission – England & Care Inspectorate for Wales – Wales)
- Welsh language skills desirable but not essential.

- Knowledge/ Experience of fostering assessment process or Shared Lives (desirable)
- Proficient in the use of computer software including Microsoft Office

Attributes and interests

- Enthusiasm about providing excellent social care to people who need it, in a personalised way – Supporting people to live their best lives.
- Motivated and enthusiastic
- Committed to acting ethically and upholding safeguarding standards towards all staff, volunteers and beneficiaries of the organisation
- Commitment to the purpose and values of the organisation
- Commitment to working with a diverse workforce and the importance of equality of opportunity
- Works well as part of a team and collaborates well with others

Qualifications

- Bachelor's degree in marketing/communications or related (or demonstrable expertise through experience).
- Driving license and access to a vehicle suitable for conducting home visits
- GCSE or above level English or equivalent.

Qualifications or expertise by experience suitable to delivering this role. This may be a relevant degree, but we do not discriminate against those whose expertise has come through less formal routes.