

# CONNECT MORE.

Talent insight report

August 2024



# Key findings

## Care & Support Assistant

The number of available talent brings opportunities for the upcoming recruitment process, however finding the talent with the desired qualifications may narrow down this pool significantly.

The average salary offer for this position is higher compared to McCarthy Stone offer. This may be a cause of recruitment challenges and result in many declines of job offer.

The market competitiveness is on a high or moderate level, depending on the region. The North East shows the highest competitiveness score and may be the most challenging region for this recruitment.

## Duty Manager

There is less than 1,000 professionals available in the northern part of the UK, with only 17.5% of these professionals having Duty Manager as their current job title. The market competitiveness is on high levels and the average salary offer is higher than McCarthy Stone.

Many of identified professionals have transferable skills, and work in the retail or hospitality industry. Yet, selecting these professionals as your candidates may reason in higher salary expectations and declines of job offers.

Professionals working on lower-level roles such as Care Assistants may be a good choice when looking to hire for this position. Their salary expectations may be lower and they could require only a brief training to excel in this position.

## House Manager

There is more professionals with appropriate experience and background compared to the Duty Manager instance. Yet, only 3.1% of them has the desired job title. It is necessary to look at candidates experience rather than their job title.

The market competitiveness is on lower level which may positively impact the hiring process. However, the average market salary is c. 50% higher than what McCarthy Stone offers, which may result in hiring difficulties.

Given salary levels, considering professionals on lower-level jobs could be an opportunity in this hiring process to ensure successful placement.

# Population statistics

Talent Insight



# Number of employees by region

2,114,000

Total size of working population in Caring Personal Service Occupations.

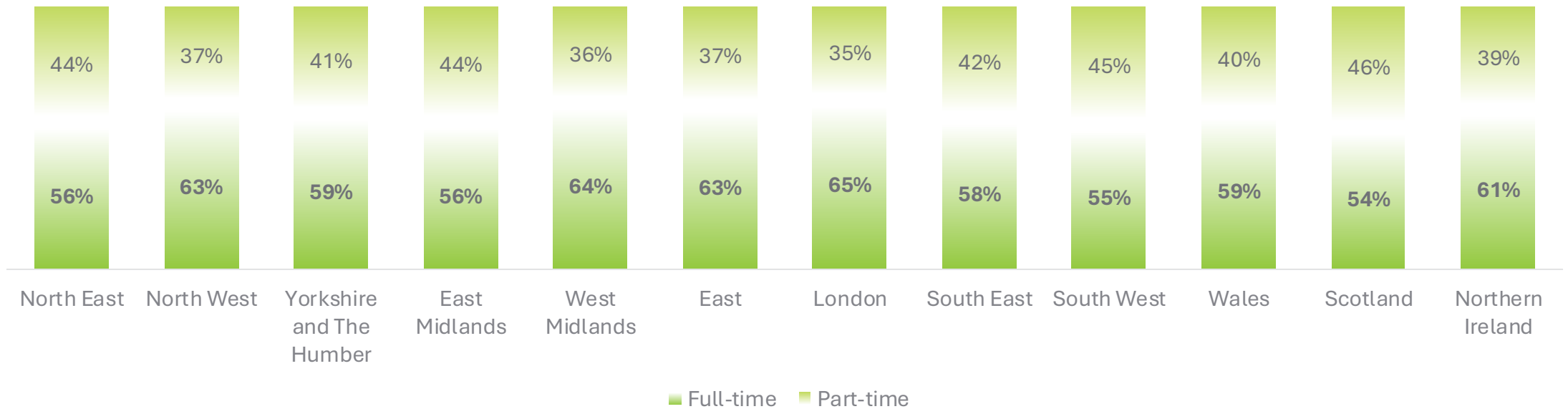
700,200

Total size of working population in Caring Personal Service Occupations in North East, North West, Yorkshire and Scotland.



# Full-time/part-time work type preference

The North West region shows the lowest proportion of professionals working part-time within the Caring and Personal Services occupation group. The other three regions of target, North East, Yorkshire, and Scotland, show a nearly equal balance of workforce in part-time and full-time jobs.



# Labour market trends

## Technological Integration

Employers are increasingly incorporating technology to facilitate remote onboarding and training, making these roles more accessible and appealing. [Crooton.com](https://www.crooton.com)

## Wellbeing Focus

Mental health and wellbeing are becoming critical in recruitment efforts. The elder care industry is notoriously demanding, leading employers to emphasize mental health support, flexible leave policies, and a supportive work culture. Highlighting these aspects in recruitment strategies is essential for attracting and retaining candidates. [Crooton.com](https://www.crooton.com)

## Retention through Career Development

Recruitment strategies are shifting towards offering clear career progression opportunities. Tailoring job ads to highlight development prospects can help attract more committed professionals, which is crucial for long-term retention. [Crooton.com](https://www.crooton.com);

## Attracting overseas candidates

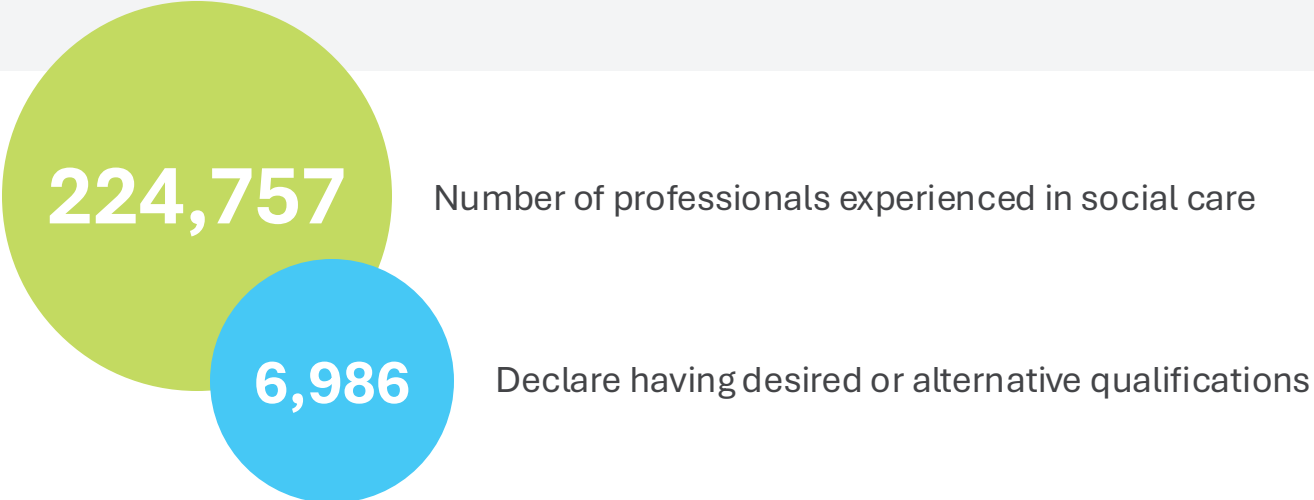
Prior to Brexit, a large proportion of the workforce in social care came from EU countries, particularly from Eastern European nations such as Poland, Romania, and Lithuania. However, the number of EU workers has declined post-Brexit due to new immigration restrictions. In recent years, the sector has seen an increasing number of workers from outside the EU, particularly from the Philippines, India, Nigeria or Africa (Zimbabwe, Ghana).

# Care & Support Assistant

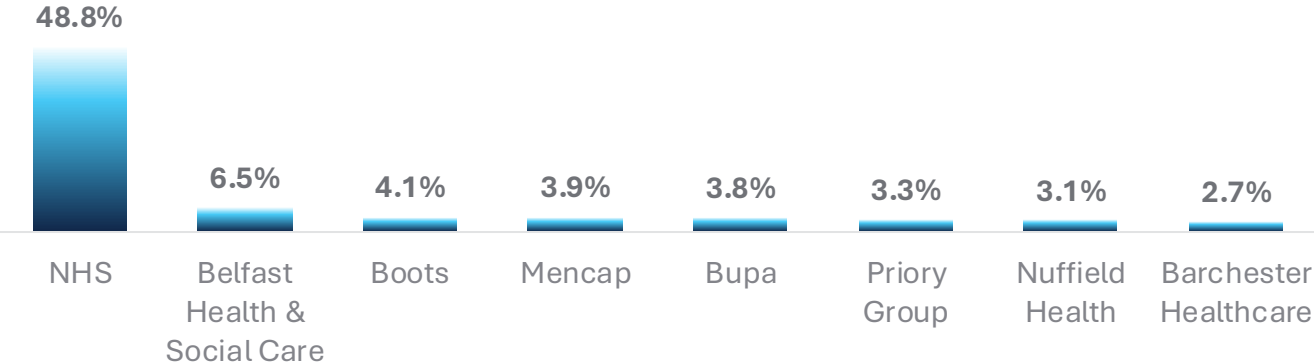
Talent availability assessment



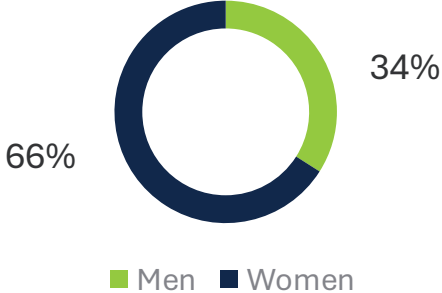
# Care & Support Assistant | United Kingdom



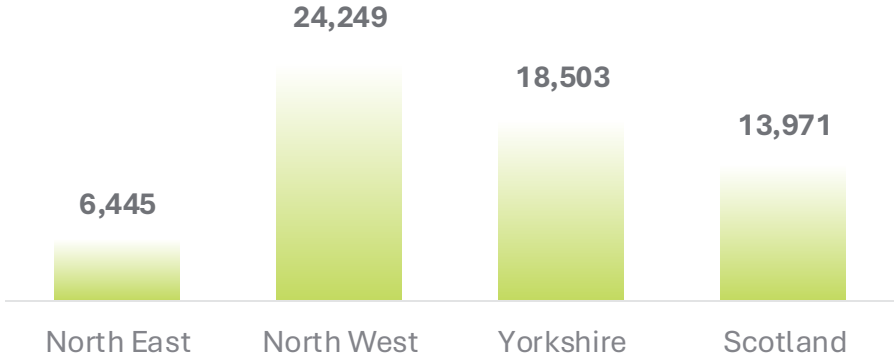
## Common employers | all professionals



## Gender breakdown



## Talent availability per targeted region | all





# Duty Manager

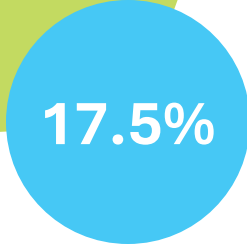
Talent availability assessment



# Duty Manager | United Kingdom

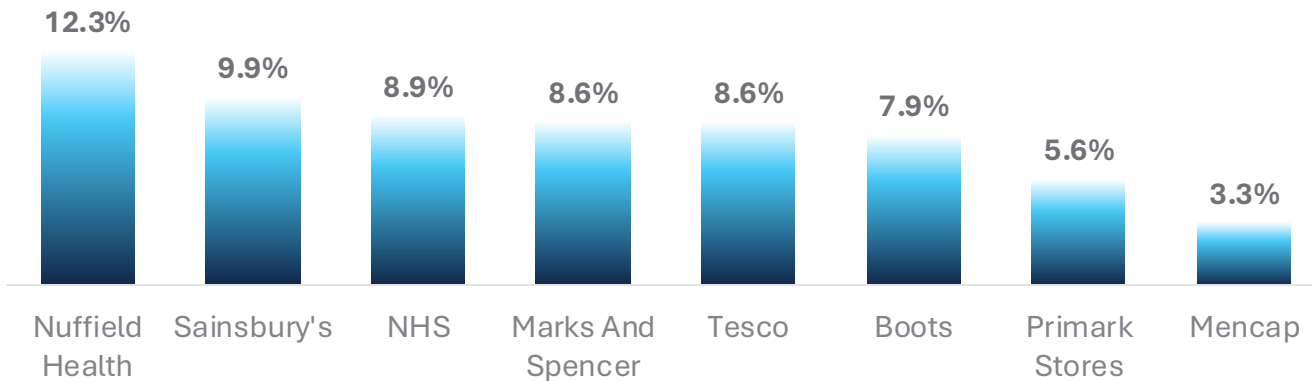


Number of professionals experienced in social care related with Duty Manager role

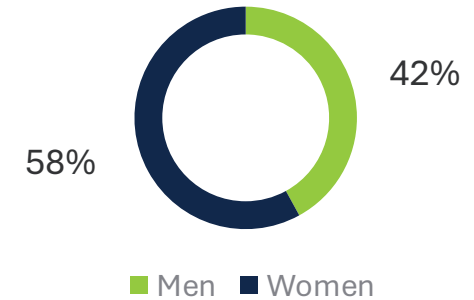


Will be on a desired level with Duty Manager job title

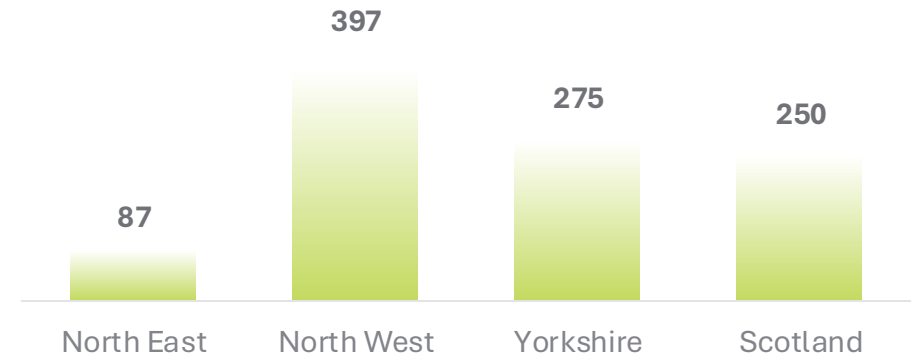
## Common employers | all professionals



## Gender breakdown



## Talent availability per targeted region | all

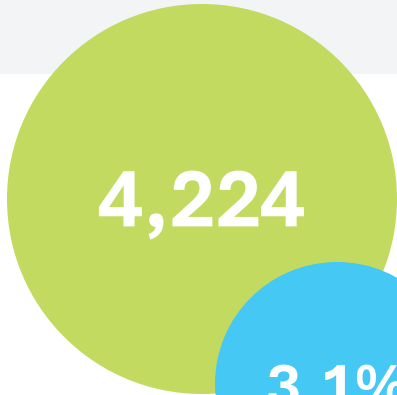


# House Manager

Talent availability assessment



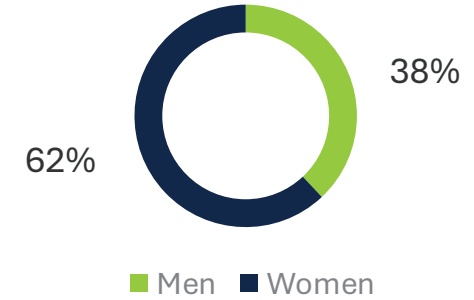
# House Manager | United Kingdom



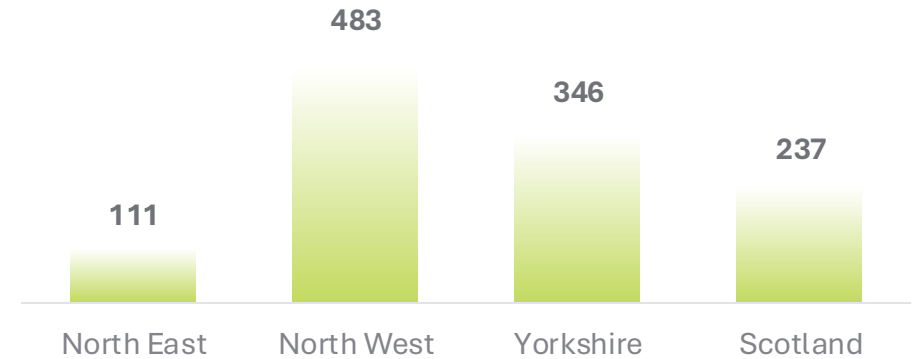
Number of professionals experienced in social care related with House Manager role

Will be on a desired level with House Manager job title

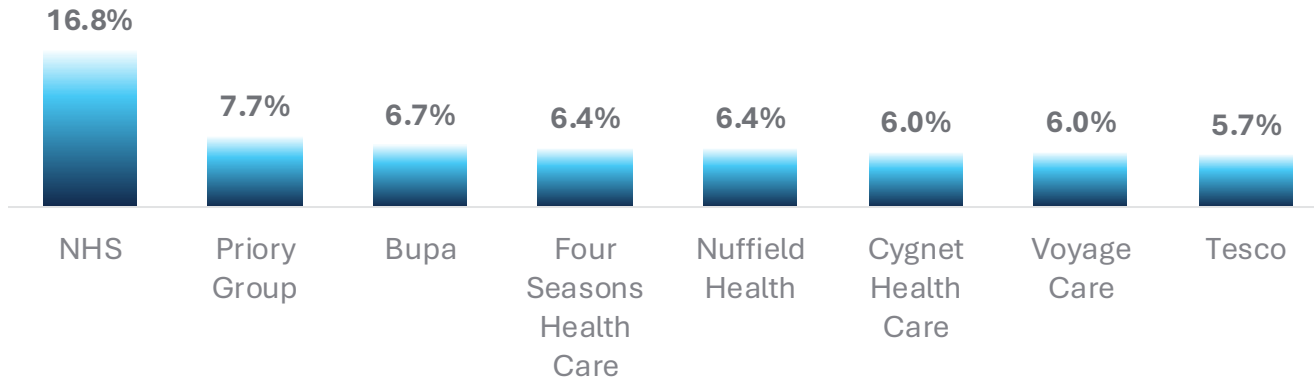
## Gender breakdown



## Talent availability per targeted region | all



## Common employers | all professionals



# Talent insight

Talent demand review



# Job titles of professionals listing job keywords

The analysis of the most common job titles shows that professionals identified for Duty Manager and House Manager roles rarely have the desired job title. They will either work in the retail or hospitality sectors, yet their skills may be well-transferable to the job in the elder care industry. This, however, may impact their salary expectations, and they may quote higher expectations than what McCarthy Stone has to offer.

