

# ESSEX CC ADULTS



Essex County Council



## CONCEPT

# With us you can

The county of Essex is synonymous with a number of stereotypes that is far from the true nature of this bold, interesting and geographically diverse county. As a County Council, Essex has to battle with these stereotypes to tell the true story of what it's like to work with the people of Essex for the best possible outcomes.

Adult Social Care is a great example of this. They need to attract talent on an ongoing basis to the service and wanted a talent brand that reflects the excellent work they do in this space. We came up with the Talent brand 'With Us You Can' and wanted to use their people to show what is possible working for Adult Social Care in Essex.

Unfortunately, once we had got to a concept that the really liked, Covid hit in March 2020. Our plan of using their people to represent the breadth of roles and diversity of places in Essex and the challenges that go with them suddenly became tricky – we had to think of something else.

# EXECUTION

Our creative team looked at different ways we could represent both people and place and we decided to explore the use of illustration. We presented various styles to the leadership team at ECC and they chose the style that they felt most represented them.

We then asked the individuals within the Social Work and Occupation therapy teams to provide photos of themselves. We used these and key places in Essex to design a series of images that captured the essence of the 'With Us you Can' talent brand.

SENIOR OCCUPATIONAL THERAPIST

**BE PART OF A TEAM  
THAT CARES FOR YOU**

WITH US YOU CAN



ASC TEAM MANAGERS (SAFERBOARDING)

**FIND NEW WAYS TO HELP  
IMPROVE LIVES**

WITH US YOU CAN



SOCIAL WORKERS

**BELONG TO A TEAM WHO ARE THERE  
FOR EACH OTHER**

WITH US YOU CAN



RESIDENTIAL WORKERS

**BE PROUD OF  
WHAT YOU DO**

WITH US YOU CAN



DEPUTY TEAM MANAGERS SOCIAL WORKERS

**SEE YOUR IDEAS  
BROUGHT TO LIFE**

WITH US YOU CAN



ASC SENIOR SOCIAL WORKERS

**BE ENCOURAGED TO TRY  
SOMETHING NEW**

WITH US YOU CAN



SENIOR COMMISSIONING OFFICERS

**BE VALUED FOR  
WHO YOU ARE**

WITH US YOU CAN

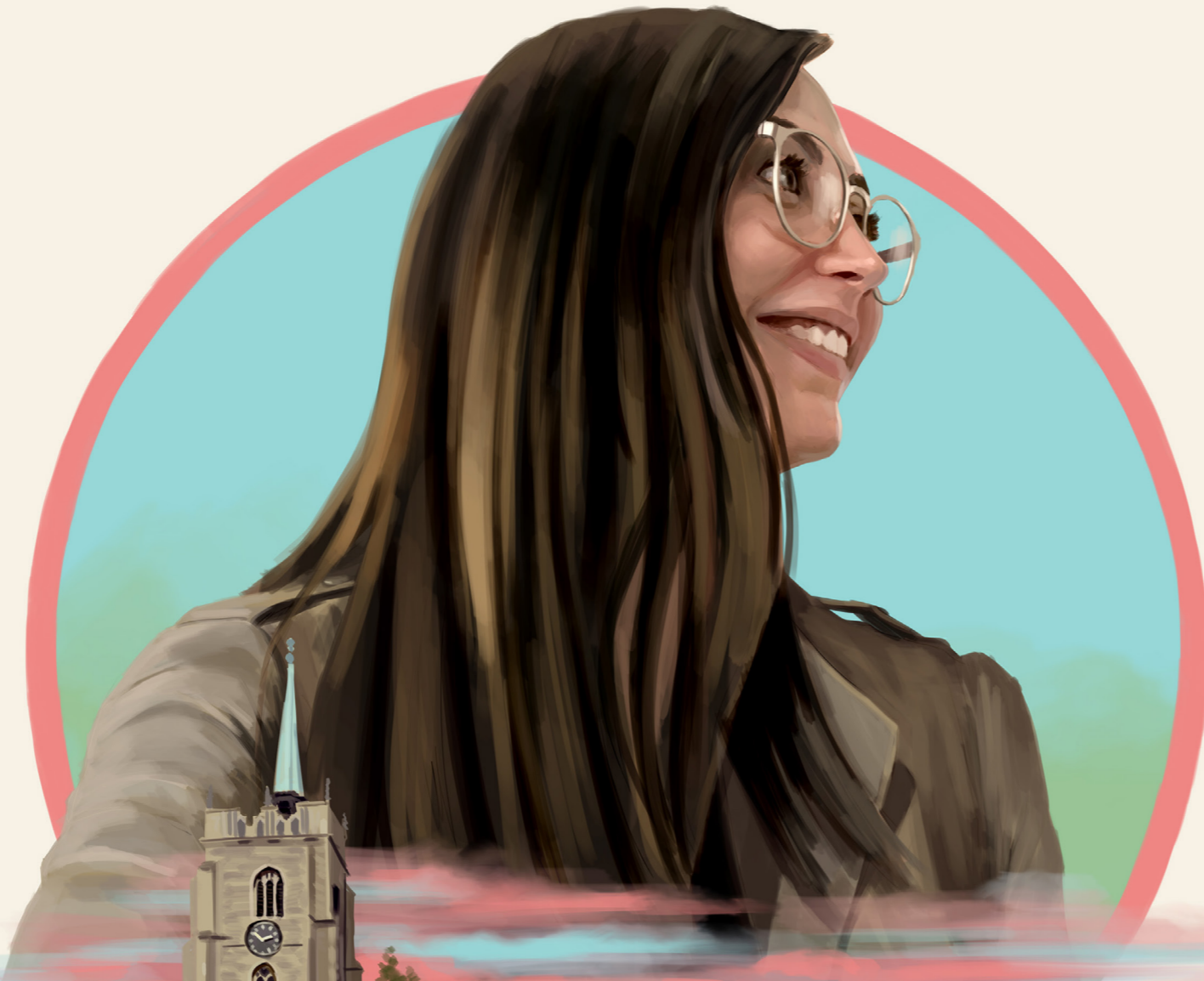


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# EFFECTIVENESS

Before the campaign launched, ECC had struggled with applications.

They needed tangible results in terms of applications and quality hires to support their residents.

The campaign delivered an increase in applications, interviews and hires to the delight of the service and the leadership at Essex County Council.

**2,383  
applications  
+202**

**870  
interviews  
+62**

**352  
offers  
+16**

**39%  
more starters  
than leavers**

**Recruitment  
time reduced by  
20.5 working  
days**

**7,169 clicks  
on social media  
campaigns**

**80  
candidates  
attended  
internal  
virtual  
events**

**338  
applications in  
the first month  
of launching  
“With us You  
Can”**

**Virtual Care  
Festival  
sponsor 2,183  
delegates  
emails added to  
talent pool**

**THANK YOU**



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