

HOW WE SOURCED CRITICAL HOME HEALTHCARE WORKERS WITH A REFRESHED TALENT ATTRACTION STRATEGY AND RPO

With an increased demand for healthcare professionals due to the COVID-19 pandemic, Worcestershire County Council engaged PeopleScout and its internal creative agency, TMP, for talent advisory consulting and partial cycle recruitment process outsourcing (RPO) to attract hard-to-fill home carer roles.

SOLUTION HIGHLIGHTS

- **OVER 70% OF APPLICANTS MOVED TO INTERVIEW STAGE**
- **1/3 OF CANDIDATES WERE PASSED TO HIRING MANAGERS**
- **6,000 CAREERS LANDING PAGE VISITORS IN THE FIRST FEW WEEKS**

Case Study: Recruitment Marketing

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SITUATION

Worcestershire County Council approached PeopleScout with an urgent requirement to recruit 150 home health carers across the county. Home carers work with patients in their own homes, helping them get back on their feet and regain independence following illness or injury. Using their own transportation, they cover a local area, working flexible shifts and providing each patient with two to three weeks of at-home support.

During the COVID-19 pandemic, there was a requirement to free up hospital beds as quickly as possible to account for higher hospitalisation rates. In order to ensure the highest quality of care, the Council needed to increase the number of home carers to ensure patients were continuing to improve and to reduce rates of readmission.

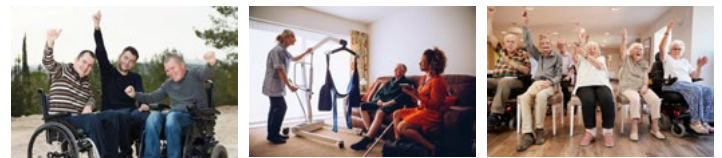
Despite the flexible hours and rewarding work, the Council were experiencing low application rates for these home carer roles. They were finding qualified candidates hard to attract due to a small talent pool within the county, fears over exposure to COVID-19 as well as the relatively low salary being offered.

Worcestershire County Council engaged PeopleScout for recruitment marketing consulting and media planning as well as partial-cycle RPO, which covered applicant screening through to the initial phone interview stage.

SOLUTION

Since adjusting the salary bands for the role wasn't a possibility, TMP, PeopleScout's internal creative agency, took a look at the existing job descriptions and media plan. We advised the Council to advertise the roles under two different job titles based on search engine data of top related searches. We leveraged this same data to inform our advertising copy and adjusted the job descriptions to boost their findability amongst the right job seekers.

We designed a bespoke landing page for the ads to point to, which showcased Worcestershire County Council's employer value proposition (EVP) and shared more information about the roles. From this site, candidates could submit their applications. We also advised the client to shorten the application form to boost application rates, as studies show that 60% of candidates stop in the middle of filling out a job application due to length. With more applications now coming in, our RPO team met with the Council to agree a set of criteria including location, valid driving license, access to a vehicle, shift availability and more. Upon submission, candidates were entered into



the ATS which helped the PeopleScout team collaborate with the Council's in-house team to manage the selection process. The ATS also provided a means of on-going communication to keep candidates engaged throughout the process. Candidates who passed the first sift completed a phone interview with our recruiters, using questions agreed with the client.

Candidates who passed this phone interview recorded a video introduction, which we shared with the client. Hiring managers loved these introductions to the candidates and were impressed with how the videos helped them prepare for further interviews, which they managed in-house.

RESULTS

In the first few weeks following the launch of the refreshed recruitment marketing campaign, we generated over 6,000 visitors to the landing page. Following the first sift, over 70% of applicants were passed to the client proving the ad and job description copy was properly optimised to reach candidates with the right qualifications. A third of applicants completed the video introductions and were passed on to hiring managers for final interviews.