

Children's Social Work Recruitment

Our Vision

Our vision is to create equity for people and place and opportunities for all to secure the best possible future for our residents, communities and businesses.

Working together for brighter futures for our children, young people and their families by breaking the cycle of poor outcomes for all regardless of their background.

Wirral Workforce snapshot

- 200 female, 37 Male
- 15% Agency Workers
- 116 aged between 40 and 59
- 138 with between 0–5 years experience
- 43 new starters since September 2020
- Vacancies – 16%
- 37 leavers since 2020
- Average caseload – 15.61 cases per social worker

Our priorities

Priority 1: ‘Growing our own’ through recruitment and development

Priority 2: Support Continuous Professional Development to deliver a motivated and skilled workforce with an emphasis on supporting staff retention

Priority 3: Develop high performing social work managers that support a performance management framework that reflects ‘high support high challenge’

Priority 4: Develop new and revised ways of working building on existing strengths to support children, young people and their families

Priority 5: Communication and change management

Social Care Workforce Strategy 2022-25

Objectives

- Increase applications and reduce social work vacancy levels to 15% each year

Links to Wirral Council Plan

- Improve the lives of children and young people and families

Support

- Support development
- Manageable caseloads
- We value the role of social worker
- Recognise good practice
- High Support, High Challenge
- 'Systemic Hub'
- £50 to HCPC registration
- 'Grow your own'
- Creating an environment for social workers to flourish and provide the opportunity for them to develop their careers and become our experienced social workers and team managers of the future
- Step-Up to Social Work Programme
- Social Work Apprenticeship Degree programme
- Step into Social Work Schools Project
- Social work should reflect the communities within which it works. This is only possible when the prospect of becoming a social worker appeals to people from a broad range of backgrounds, and when routes into social work are affordable and accessible.

Ambition

- 'Grow your own' development opportunities
- Find a better worklife balance
- Career progression
- More time to plan practice and build up relationships.

Success

Staff

- Employees feel empowered, valued and listened to
- Being proud of what you do and the quality of work
- Supported with Continuous Professional Development delivering a motivated and skilled workforce with an emphasis on supporting staff retention
- Strong, clear communication and engagement supports a culture of openness and transparency: where employees feel empowered, valued and listened to.

Children

- Breaking the cycle of poor outcomes for all regardless of their background
- Children and families thrive
- Children are safer and family functioning improves.

Key messages

- You support our children to reach their potential. We support you to reach yours.
- Our support. Your ambition. Their success.
- Recruitment message: be the difference.

Target audiences

Marketing will be aimed at:

- Experienced social workers wanting a change in role
- Returning to the profession after a career break
- Upskilling and reskilling existing staff
- Social workers wanting to relocate - Wirral is a great place to live and work

Overall corporate message is: **be the difference**

1

The campaign entitled '**Step forward, reach out and be the difference**'

Wirral Council is reaching out to experienced social workers, who are considering their next career move or looking to return to social work and reconnecting with why they wanted to be a social worker, to make the difference to our children and families.

Step forward and Wirral Council will support you to **be the difference**.

1

Step forward, reach out and be the difference

Step forward, reach out, and be the difference.

You support our children to reach their potential. We support you to reach yours.

We're hiring
wirral.gov.uk/csw

WIRRAL Wirral Children's Social Work

Step forward, reach out, and be the difference.

If you're a children's social worker looking for a better work life balance, find out how we support our staff at wirral.gov.uk/csw

Join Us We're hiring

WIRRAL Wirral Children's Social Work

Step forward, reach out, and be the difference.

Are you thinking about returning to children's social work, Wirral has so much to offer you. Find out how we support our staff at wirral.gov.uk/csw

Join Us We're hiring

WIRRAL Wirral Children's Social Work

Worklife balance - We know family is important to you and it is to Wirral.

We aim to support agile and homeworking as and when it suits employees' needs with a range of flexible working options.

Thinking about returning to social work?

Wirral has so much to offer.

Step forward, reach out, and be the difference.

Do you want to make a positive difference in the lives of families in times of need? Find out how we can support your ambition at wirral.gov.uk/csw

Join our team We are hiring!

WIRRAL Wirral Children's Social Work

To make a positive difference in the lives of families in times of need.

Step forward, reach out, and be the difference.

Are you passionate about making a positive impact in the lives of others? Find out how we can support you to help them reach their potential at wirral.gov.uk/csw

Join Us We're hiring

WIRRAL Wirral Children's Social Work

Passionate about about social justice, human rights and how it affects lives. It's about wanting to influence and change outcomes for people facing challenges.

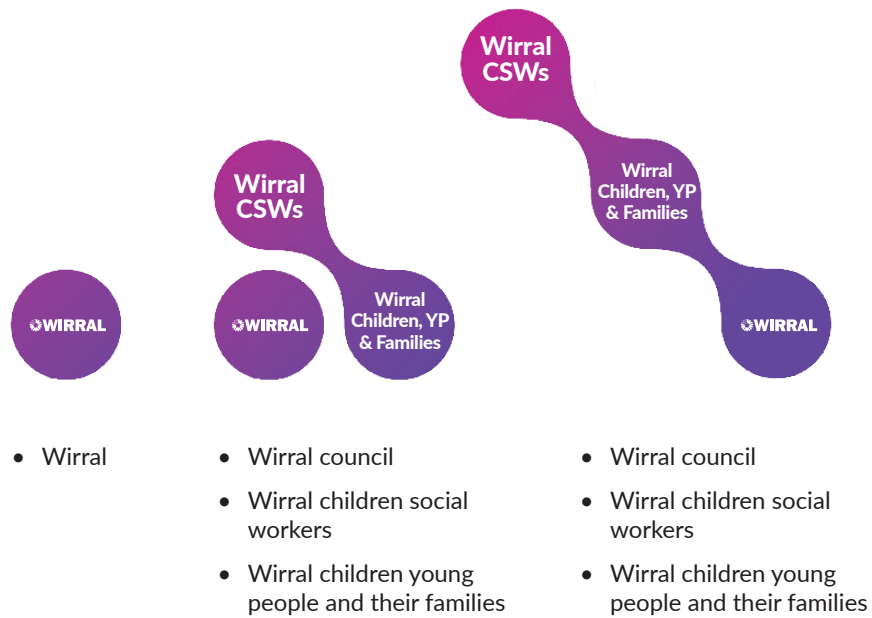
Making connections.

You wanted to be a social worker to make the difference to our children.

What's great about social work is you.

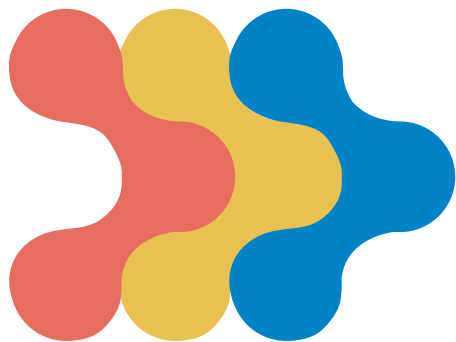
- You are passionate about making a positive impact in the lives of others.
- You build meaningful relationships with clients, witness and support positive changes in their lives, and advocate for policies that will benefit vulnerable communities.

Making connections



Reconnect people with the emotional core of what's great about social work.

- Social Workers Make a Difference
- Develop strong connections with clients, offering empathy, understanding, and support during difficult times
- Helping other people and personal satisfaction
- Social work is a broad and diverse field, offering a wide range of career paths
- Advocacy and Social Justice
- Professional Development and Learning
- Teamwork and Collaboration



Step forward, reach out and
be the difference



Join our team. We're hiring
wirral.gov.uk/childrens-social-work-wirral



WIRRAL Search

Children's social work in Wirral

Current vacancies

Why be a social worker in Wirral?

Meet the team

Assessed and supported year in employment (ASYE)



Website - New look would be applied to images and videos



The campaign entitled **'Who supports you? We will. Be a social worker in Wirral'**.

It's calling experienced social workers who are looking for that employer who has a strong ethos of support and values.

A social worker's job is to support others, but who supports them?
WE WILL. WIRRAL.

Wirral Council will support our children's social workers to
be the difference.

2 Who supports you? We will. Be a social worker in Wirral.

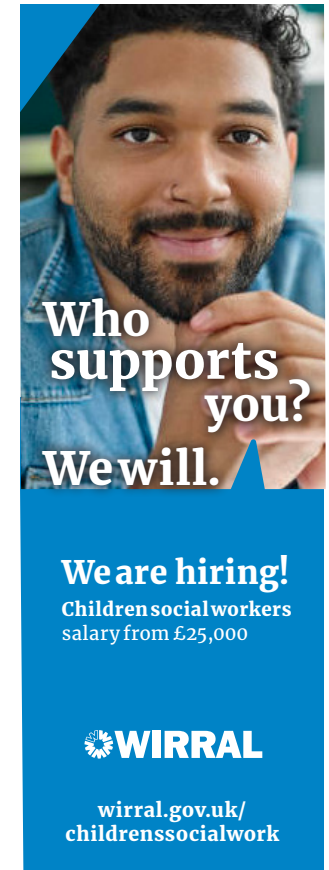
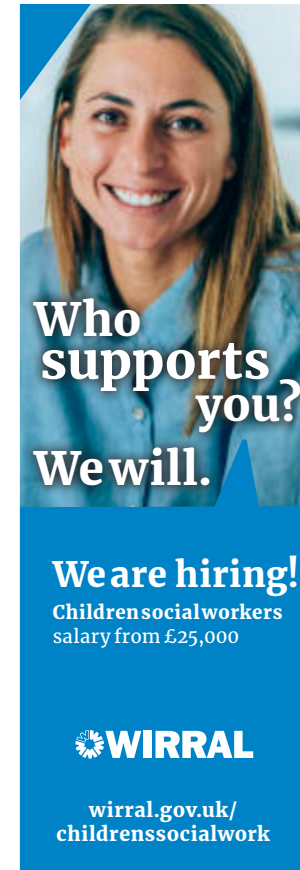
As a social worker your job is to support others, but who supports you? WE WILL.

Digital assets

3 graphics would rotate to show - Support, Place, Opportunities



Skyscraper graphics for paid for website advertising



Press advertising



**Who supports you
with your caseloads?
We will.**

WIRRAL


Wirral Council has below the national average caseloads, and administrative support, to help you spend more time with our children and their families.

Supporting you to **be the difference.**

wirral.gov.uk/csw

Online advertising

3 graphics would rotate to show - Support



**You support our
children to reach
their potential.**



**Who
supports
you?**



**Who supports you
to fulfil your ambitions?
We will.**

We are hiring!
Children social workers
salary from £25,000

[wirral.gov.uk/
childrensocialwork](http://wirral.gov.uk/childrensocialwork) **WIRRAL**




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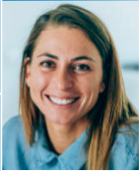
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#BETHEDIFFERENCE



**MY CHAMP.
Rebecca Byrne**


"A fantastic manager who mentors, check in, offers support and shares her knowledge to benefit others. She's a passionate advocate for other women. She invests in her own learning by our LGBTQ+ network events. She's an ally and will speak up when needed."




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WIRRAL

Kerry Mehta
Assistant Director,
Wirral Children's Social Care

Hi, My name is Kerry Mehta and I'm Assistant Director

End slide to video

**Who supports you?
We will.**

WIRRAL

**Who supports you?
We will.**

WIRRAL

wirral.gov.uk/childrensocialwork

Digital assets

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**Who supports you?
We will.**


 **WIRRAL**



**Grow your career
and have time
to enjoy Wirral.**




**Openings to progress,
supportive team culture
and flexible hours.**




**Who supports you?
We will.**

We are hiring!
Children social workers
salary from £25,000


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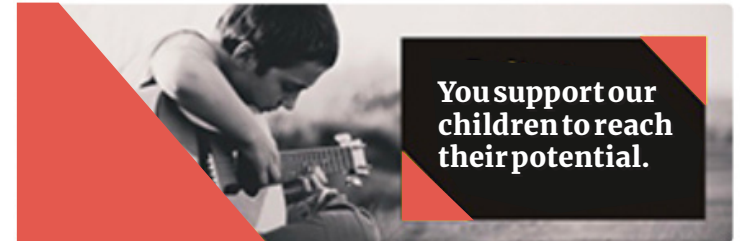
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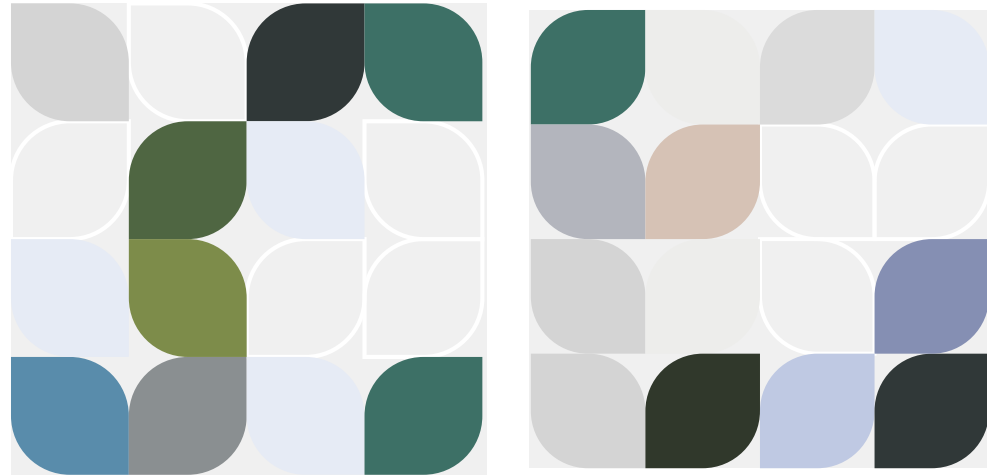
We're targetting newly qualified and experienced social workers who are looking for the right support to help them grow to be the best they can be. Building good work relationships is important for personal and professional growth.

This campaign will also encourage existing Wirral staff to upskill in an environment of high support and high challenge.

Wirral Council will help them grow in confidence everyday so they can **be the difference**.

3

Grow your career with Wirral. Be the difference



Supporting our priorities:

1. 'Growing our own' through recruitment and development
2. Support Continuous Professional Development to deliver a motivated and skilled workforce with an emphasis on supporting staff retention

Press advertising

Banners

Wirral Children's Social Work

Grow your career, be the difference.

You support our children to thrive and we support you to grow in confidence.



We are hiring!
Children social workers
salary from £25,000

wirral.gov.uk/childre socialwork



Wirral Children's Social Work

Grow your career, be the difference.



If you're a children's social worker looking for more support, find out how we're supporting our staff at wirral.gov.uk/childre socialwork

Our support.
Your ambition.
Their success.



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Profile building

- Message that recognises/ promotes this area of work so it is a respected role.
- Ideas that convey: the hero nature of social workers
- The skills CSW possess



23 h

Peter is 7 year's old. He won't talk to anyone. Except to Jenny, the Social Worker. Our children are the most vulnerable. It takes a special person .. more

Inspiring brighter futures.
Bring your ambition

“

OLIVIA WILSON
CHILDREN'S SOCIAL WORKER

This is the best job I've ever had. My manager truly cares about my success personally and professionally. In the last six months, my expertise has doubled and I wake up everyday excited to keep improving.

★★★★★

”

What's it like working FOR US?

A photograph of Olivia Wilson, a woman with long brown hair, wearing a light blue button-down shirt, sitting at a desk and smiling at the camera.

Applications

Vacancy promotion

Message:

“We’re recruiting ...”

Other recruitment messages:

- Looking for a change?
New surroundings....
- Work balance
- Returning to social work
- Balanced caseload
- Lifestyle
- Regeneration area -
great place to relocate
- Great place to live and work



Are you a Children's Social Worker? Ambitious and looking to progress or maybe looking for a more supportive workplace.. more

**We're supporting
social workers to
support our children.
And we're recruiting.**

Join us.

Join us.

**Our team
is growing**

Apply now!

**Join
us.**

**Our team
is growing**

Apply now!

Morale

Other ways we support:

- Buddy scheme/mentoring
- Training / CPD
- Supporting progression
- Supporting managers
- Hybrid working
- Wellbeing support with: Rewards, Sparkling moments, DCS letters.



Are you a Children's Social Worker? Have you remembered to renew your registration? We're supporting you with £50 toward your fee .. more



Invest in you
At Wirral we grow strong relationships

Children's social work in Wirral



Current vacancies



Why be a social worker in Wirral?



Meet the team



Assessed and supported year in employment (ASYE)

Website - New look would be applied to images and videos



Community Care profile

Wirral Council



Digital banner would use style of campaign chosen

With stunning countryside, beaches and superb community spirit, Wirral is a great place to live and work. There has never been a more exciting time to join Wirral Council. We've got ambitious targets to meet and to achieve everything we have promised to our residents, we need people who are ready to deliver the very best for our communities and show how they can #BeTheDifference.

Our vision is to create equity for people and place and opportunities for all to secure the best possible future for our residents, communities and businesses. Working together for brighter futures for our children, young people and their families by breaking the cycle of poor outcomes for all regardless of their background.

If you strive to #BeTheDifference and want to be at the heart of our change and improvement journey, then this could be the perfect job for you.



Meet the chief executive



Paul Satoor Im as sit vellestiatu aliati cullatur. Axim renti omnis aciatum, ullaute la delit, nonectin nimincitatia dellabor asint. Sunt. Am, everianda nus a et oditate dolorenient enet et poria porpor repudit este dolupta epercius, nectemporum que.

"Otas dusam quam ne por sitatem eiumqui re conemquam ulparum nient quam asperfe riatunt, tecae nonem. Disit earchillia corepedi accaborumqui de sitaest, officidit acculpa volore etus est, num fugia plabore icaboreium quiatur."

| Audience | Approach and key message | Activity | Channel |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Graduates, current SW looking to move job, looking for career progression.</p> <p>Colleagues in health and care sector (demonstrate scope and value of work)</p> | <p>How is the council perceived externally?</p> <p>Elevate the profile of Wirral. Every front facing channel and platform of council should tell a positive story of working for Wirral and of the work of the SW team.</p> <p>Promote Wirral Council's as a supportive employer, promote success of team, meaningful and valued work, - build up a back story for people to view that are looking/researching new jobs and considering joining Wirral Council.</p> | <p>Monthly written and video features to highlight Council as a leader in the field.</p> | <ul style="list-style-type: none"> • Wirral Council Children Social Worker jobs microsite • Wirral View • LinkedIn • Corporate social media <p>Potential that stories are picked up by local media.</p> |
| <p>Trade and sector websites and magazines</p> | <p>Raise profile of Wirral as a place to be a Social Worker. Leader in field. Supportive employer.</p> | <p>Current opportunities with Community Care:</p> <p>Social Work Diary Case Study series Motivational experiences</p> | <ul style="list-style-type: none"> • Pitched to trade sector |
| <p>Council staff</p> | <p>Stories above can be repurposed for use internally to show value to staff</p> | | <ul style="list-style-type: none"> • Intranet • Staff newsletter |
| <p>Graduates, current SW looking to move job, looking for career progression</p> | <p>Advertise job vacancies on sector specific website and publications read and reviewed by social workers on a frequent basis.</p> | <p>Online adverts Newsletters Social media</p> | <p>Trade sector publications</p> |
| <p>Graduates, current SW looking to move job, looking for career progression</p> | <p>Meet the team.</p> | <p>Paid targeted to postcodes / people with degree education, people recently graduated</p> | <p>Facebook</p> |
| <p>Graduates, current SW looking to move job, looking for career progression</p> | | <p>Behavioural reinforcement adverts. Pop up digital adverts that reappear after people have searched Social Worker jobs in 'Merseyside' 'Wirral' (Set criteria)</p> | <p>Various</p> |
| <p>Graduates, current SW looking to move job, looking for career progression</p> | <p>Google Ads for search terms 'social worker jobs' 'social worker jobs Merseyside, Cheshire, North-West'</p> | | <p>Google</p> |
| <p>Graduates / degree qualified Public</p> | <p>Step Up Campaign Quotes and positive experiences from past cohorts</p> | | <p>Press release Facebook Social Media Paid for adverts across Facebook and LinkedIn</p> |

