

Recruitment Partnership Toolkit 2026

Attract. Recruit. Retain.



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Introduction

Community Care helps social workers stay up-to-date with the latest and most significant developments in practice, law and policy to help them to change lives for the better and flourish in their careers. We also support social work employers and leaders to recruit and retain high-quality practitioners and develop their staff to the best of their abilities.

We provide practitioners and leaders with critical news and information through our **Community Care site**.

We deliver expert-produced practice guidance to help social work professionals make and evidence their decisions through our subscription-based **Community Care Inform** sites.

You can connect, learn and network at our specialist social work events, ranging from one-hour focussed webinars and half-day online events, to one-day in-person legal masterclasses, with **Community Care Events**.

We provide a safe space to allow social work professionals to connect, network with peers, get careers insight and support each other through our new social platform **The Social Work Community**.

We support employers to recruit the right staff and help practitioners find their next role through our **Community Care Jobs** site.

We know how tough it is to attract, recruit and retain social work professionals in an ever-changing sector environment. We have developed our offering greatly over the past decade to engage the widest audience possible. These developments include:

- Expertise into jobseeking behaviour through our many years of recruitment research
- Expanding our team to include dedicated careers editors who work closely with you to help tell your story
- Employing experienced campaign manager managers to support and deliver your campaign manager step of the way
- Supporting our partners' careers events by attendance and/or promotion
- Utilising our social media channels to engage each generation with your campaign messaging.

Meet the team

Below are the Community Care Jobs team, dedicated to supporting your organisation:



Nicola Davies
Head of Recruitment and Events
35 years' recruitment experience

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Sharmeen Ziauddin
Senior Careers Editor
Creating content for 13 years

.....



Kirsty Ayakwah
Senior Careers Editor
Creating content for over 20 years

.....



Linda Freestone
Campaign Manager
30 years' recruitment experience

.....



Abbie Collins
Marketing Executive
Jobs marketing lead

.....



Jo Mulcahy
Product Manager
18 years' recruitment experience

.....

Employer Profile



The Employer Profile is a flexible and exclusive page of relevant content about your organisation.

With our knowledge about jobseekers, we will create an exciting hub of information aimed specifically at social workers. This can include details of your practice, your team structure, interviews with the leadership team and details of the surrounding area and wider benefits and rewards. This is a one-stop resource with everything potential jobseekers would like to know about your organisation.

Our careers editor will work closely with you to gain an in-depth understanding of your needs, supporting you to identify key messages that motivate and engage social workers. Working in partnership, you will have access to the findings from our exclusive social work jobseeker research as well as years of knowledge and expertise in the social work sector.

Specifications

Element	Information required	Image required
Webpage header image	An image to represent your organisation, this needs to incorporate your branding also	970 x 250 pixels, landscape
Thumbnail images	An image to represent the information, does not need branding	150 x 150 pixels, square
Logo	The logo of your organisation	360 x 180 pixels, square

Workforce Insights article



Our Jobseeker Research consistently finds that social work professionals want to see a realistic account of what it would be like to work at an organisation before applying for a role.

Our Workforce Insights articles offer employers the chance to work closely with our careers editor to create an engaging, insightful article about innovative approaches to practice, success stories and career development opportunities. The article will be hosted on our news site and promoted widely to our full readership via email and social media.

Workforce Insights

A pathway home: how one council is helping children return safely to their families

20 February | 1 min read | [Workforce Insights](#)

Kirsty Ayokwah



Hampshire County Council

[Hampshire County Council Jobs](#) →

Hear Hampshire County Council practitioners discuss its process to help children safely reunify with their parents



Talia Mdlungu/peopleimages.com/Adobe Stock

At the end of 2025, Hampshire County Council's children's services introduced a process designed to help

Specifications

Element	Information required	Image required
Article header image	An image to represent your organisation and the article content	600 x 375 pixels, landscape
Other	We need 4 - 7 vacancies to be live on our jobsite in order to fulfill our promotional activity of your Workforce Insight article	

Your Careers Editor will work with you to scope out the topic you would like to focus on. This has to be relevant to frontline social workers and other practitioners. Once the topic is agreed, the editor will interview between two and four people for the article, including at least one frontline practitioner. You will have sight of the finished piece before publication to ensure it meets the brief.



Workforce Insights – content themes



Day in the life visits

To show our audience what it's like to work at your organisation, our careers editor can come to your office for an entire day to shadow social workers. We can work with you to scope out a plan for the day.

The careers editor will then write up a 'day in the life' style feature about the visit. We have shadowed social workers previously so fully understand the sensitivities that may occur and the need for anonymity about any families the worker is

working with. You will have sight of the finished piece before publication.

Typical length: 1200 words

Example content: This piece was editorially independent but gives a flavour of how we go about the shadowing process.

'We never hear about the children social workers help': a day in the life of a social work team



Q&A-style articles

When you want to focus on the voice of your frontline practitioners, we can produce a written piece styled as a Q&A.

This provides an engaging alternative to a written feature and can be quicker to produce when you need a short turnaround.

Typical length: 800-1000 words



Sponsorship of editorially independent content

If you are time-limited and aren't able to provide interviewees / speakers from your organisation, we can suggest a range of editorially independent articles for you to sponsor. This would include having your logo featured prominently on the article, as well as a 150 word extended listing at the bottom of the feature, with links to your jobs.

The piece would be written by a journalist and cover an area of practice /policy that is of interest to frontline social workers. As the piece is editorially independent, you would not have sight of the finished piece before publication.

Typical length: 800 – 1200 words



Workforce Insights – podcasts and video



Podcasts – episode or series

Podcast listenership has been growing year-on-year in the UK, and podcasts are a great way to reach a time-pressed social work audience in the time they do have.

Our experienced careers editors will work with you to identify a topic for the podcast episode and select the right speakers (typically two-three speakers works best). They will carry out a practice session to ensure everyone feels comfortable and that the audio quality is to a high standard. They will then host the podcast episode and manage the recording and production.

You will be able to listen to the edited podcast before publication.

If you are interested in doing more than one podcast episode, we can work with you to develop a mini-series, with each episode focusing on a different team or practice area

Typical length: 15- 30 minutes

Example content:

[Podcast: The Social Work Community Podcast](#)



Video

Video content performs well across social media platforms and gives our audience a taste of what it's like to work at your organisation.

Our careers editor will work with you to scope out the content of the video. We will then work with our in-house videographer and photographer and come to your office to record the video.

The video will be edited by our videographer and you will be able to see the edited version before publication.

We can also provide short-form, portrait videos for sharing on social media.

Please note that video content is only available through our premium partnership contracts.

Typical length: 10 minutes or less

Example content:

[A day in the life of three social workers](#)

Workforce Insights



Webinars

Webinars are an effective way to engage a live audience of social workers across the country; they involve a registration process; provide high-quality data that we can share with you post-event.

We will work with you to agree on an engaging topic for your webinar that will appeal to an audience of frontline professionals. Once you have decided on your speakers (we would recommend two or three as a maximum) we will hold a rehearsal session to ensure that you are all confident about using the webinar platform.

We use an external webinar platform, WorkCast, which we have found to be reliable and user-friendly.

We will host the webinar for you and manage the process of chairing a Q&A session with the audience at the end.

We typically work to a 6 to 8 week lead time for webinars, to ensure we can run a full marketing campaign in the run-up to the event.

The webinar will be recorded and after the event we can work with you to publish the recording on communitycare.co.uk, to ensure as many people as possible see it. We can also email the recording to everyone who registered for the webinar.

Typical length: 1 hour, including time for questions

Example content:

[Our Older Adults Journey](#)

Social media



We use a range of social media channels to promote the content created as part of your partnership.

Where relevant, we use Facebook, Instagram and LinkedIn to reach the widest, most relevant audiences.

We also have our professional networking site, The Social Work Community, which we will use when content produced supports our specified criteria of that site.

Social media campaigns are always more successful when they're shared far and wide. When we publish a campaign for you, it's important that your staff and stakeholders share, like and tag peers to further the reach and promote our professional partnership and alignment.

Specifications

Element	Information required	Image required
Facebook	Organisation's account name	1080 x 1080 pixels
Instagram	Organisation's handle	1080 x 1350 pixels
LinkedIn	Organisation's/stakeholder account name	1080 x 1080 pixels

✓ Target Emails

A bespoke, branded email sent to a select audience to match your candidate criteria. We can target by job title, directorate and location.

Target emails are used to promote one of your urgent/hard to fill vacancies and sent to a registered, active job seeking audience.

With up to 250 words allowed, you have the opportunity to promote your organisation as a great place to work and engage with candidates who may not have considered you as an employer.

Candidates click on the apply button on the email and are taken to the vacancy on our jobsite to submit their application.

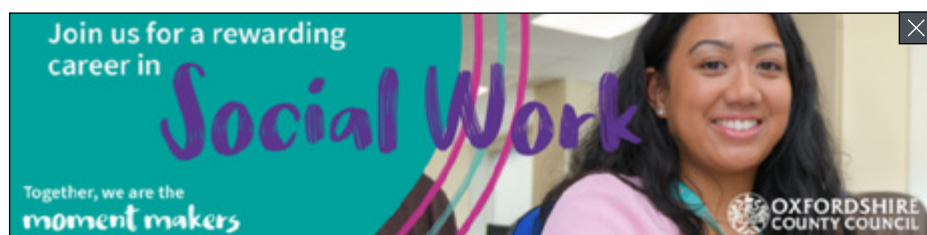
Target emails can also be used to advertise recruitment events.



Q Specifications

Element	Information required	Image required	Deadline
Target emails	Up to 250 words to promote your organisation	548 x 150 pixels, landscape	There is a seven day lead-time from receiving copy to sending the email

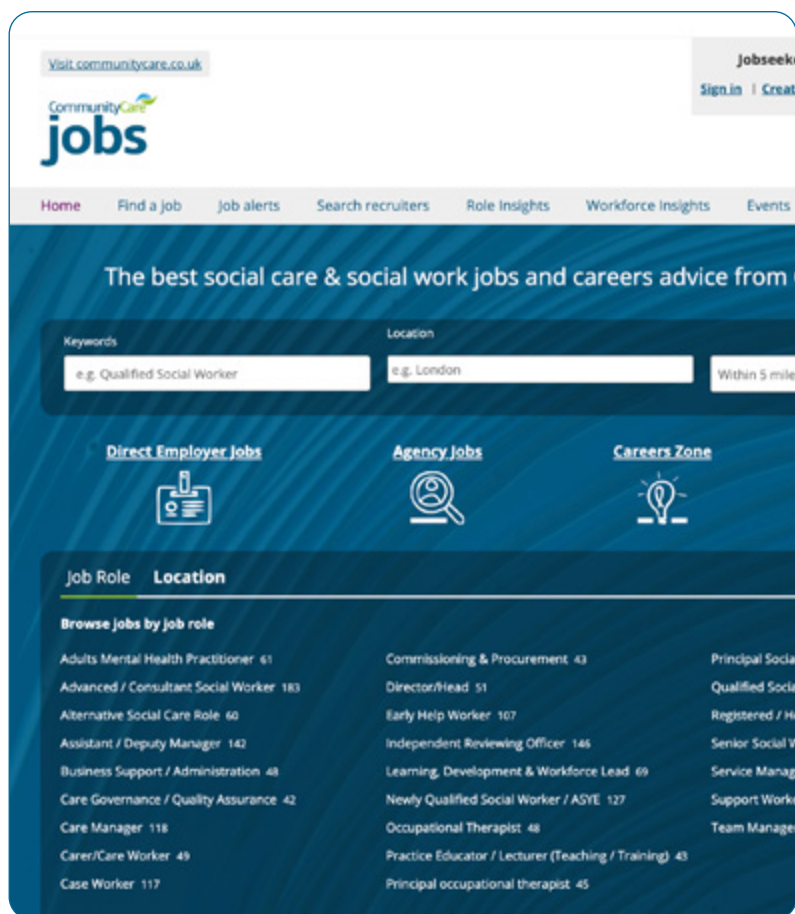
✓ Leaderboards, MPUs, Banners and Mobile Banners on communitycare.co.uk



Q Specifications

Element	Information required	Image required	Deadline
Leaderboard	URL to required landing page. Either your careers site or your jobs on Community Care	970 x 250 pixels, landscape. Up to 3 pieces of artwork that we can rotate	Lead-time of 48 hours
MPU	URL to required landing page. Either your careers site or your jobs on Community Care	300 x 250 pixels, landscape. Up to 3 pieces of artwork that we can rotate	Lead-time of 48 hours
Banner	URL to required landing page. Either your careers site or your jobs on Community Care	728 x 90 pixels, landscape. Up to 3 pieces of artwork that we can rotate	Lead-time of 48 hours
Mobile Banner	URL to required landing page. Either your careers site or your jobs on Community Care	300 x 90 pixels, landscape. Up to 3 pieces of artwork that we can rotate	Lead-time of 48 hours

Unlimited job postings on communitycare.co.uk/jobs



List all relevant vacancies for the duration of your contract on the Community Care job site. Promote your vacancies to the thousands of active job seekers that use our site, whilst driving passive candidates here through content-led solutions on .co.uk.

There are a number of ways we can optimise your jobs and increase exposure of any urgent/hard to fill roles. These enhancements include Job of the Week, Premium Jobs and Top Jobs. Please speak with your campaign manager at Community Care to discuss any roles that may require some increased exposure.

There are two ways to get your jobs live on the job site. We can create logins for your resourcing team to upload jobs themselves, alternatively we can offer partnership customers the service of uploading jobs on your behalf.

Specifications

Element	Information required	Image required	Deadline
Job listing	Job description on word doc, application method/ url	Logo – 360 x 180 pixels	Up to 24 hours for a job to go live

Community Care Inform

Improve the consistency of high-quality decision making among your social work teams by ensuring it is easy and simple for them to find expert guidance, key legislation, lessons from case law, best practice and latest research when and where they need it.

Community Care Inform is designed to help frontline practitioners make confident decisions that will improve outcomes as well as stand up to the scrutiny of a court or an Ofsted inspection. In addition, our recently launched supported learning solution uses cutting edge technology and bite-sized learning modules to help your workforce test and develop their knowledge.

Community Care Events

You can connect, learn and network at our specialist social work events, ranging from one-hour focused webinars and half-day online events, to one-day in-person legal masterclasses.

Social Work Community

Through engaging and connecting with peers and practitioners directly, you can build meaningful relationships, share your expertise, and strengthen your presence within the industry. You can align your organisation with the themes that matter most to you, positioning you as a thought leader while also allowing you to share news, updates, upcoming events and product and service offerings.

CommunityCare jobs



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