**How care providers can recruit and retain the very best staff**

On 23 April, the government launched its adult social care recruitment campaign across England.

The new campaign, ‘Care for others. Make a difference’, aims to highlight the vital role of the social care workforce during the pandemic, along with the longer-term opportunity of working in care.

The campaign will also include the care brand and [Care Badge](https://www.citation.co.uk/news/covid-19/the-care-badge-what-it-is-and-why-it-matters/?utm_source=partner&utm_medium=email&utm_campaign=partner_carebadge_apr2020), to help raise the profile of the adult social care sector and show care workers the same appreciation as NHS workers.

With that mind, we think you’ll find this free guide from our partner, Citation, helpful.

[**GET YOUR FREE CARE RECRUITMENT GUIDE**](https://www.citation.co.uk/resources/care/recruiting-and-retaining-talent-in-your-care-service/?utm_source=partner&utm_medium=email&utm_campaign=partner_carerecruitment_guide_2020)

It outlines how care providers can recruit smarter, engage and motivate their workforce, and retain the wonderful people they have recruited and invested in.

Here are some related resources that care providers might also find helpful:

* **[Free job description template](https://www.citation.co.uk/resources/hr-and-employment-law/job-description-template/?utm_source=partner&utm_medium=email&utm_campaign=partner_jd_template_2020)** – to help kickstart your recruitment efforts;
* [**Free to download discrimination policy template**](https://www.citation.co.uk/resources/hr-and-employment-law/bullying-and-harassment/?utm_source=partner&utm_medium=email&utm_campaign=partner_discrimination_template_2020) – to make sure you’re covered from every angle;
* [**Employers’ free guide to flexible working**](https://www.citation.co.uk/resources/hr-and-employment-law/flexible-working-responsibilities/?utm_source=partner&utm_medium=email&utm_campaign=partner_flexible_working_2020)– including how to handle request and contracts of employment.

**Got any questions about any of the above?**

Get in touch with Citation by leaving your details on [**this page**](https://www.citation.co.uk/industries/care/?utm_source=partner&utm_medium=email&utm_campaign=partner_view_website_2020) or by calling **0345 844 1111**; *if you’re from a care association, just mention which when making an enquiry.*

You can also find out more about Citation’s work in the care sector by [**clicking here**](https://www.citation.co.uk/industries/care/?utm_source=partner&utm_medium=email&utm_campaign=partner_view_website_2020).