

Recruitment Campaigns 2023



Residential Care Worker roles

Children's Service's Dec 2022 - Jan 2023

The campaign started before we re-branded in January 2023

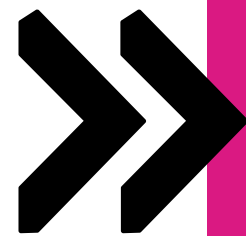
▶ Three recruitment events:

- 📍 Welshpool
- 📍 Ystradgynlais
- 📍 Brecon

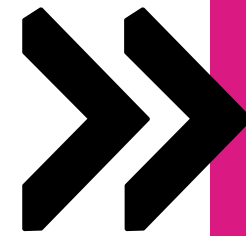
▶ Press release

▶ Paid for social media ads - £100

10
positions



27
applications



13
appointed

Received applications for all 10 jobs

Digwyddiadau recriwtio

Beth am daro heibio i ddysgu mwy am weithio yn ein cartrefi preswyl er mwyn cefnogi plant a phobl ifanc

▶ Gwesty'r Royal Oak, Y Trallwng, dydd Mawrth 10 Ionawr am 11am - 1pm

▶ Y Neuadd Les, Ystradgynlais, dydd Mercher 11 Ionawr am 11am - 1pm

▶ Y Gaer, Aberhonddu, dydd Gwener 13 Ionawr am 11am - 1pm

 Powys

Recruitment events

Come along to find out more about working in our residential homes to support children and young people.

▶ The Royal Oak, Welshpool on 10 January, 11am - 1pm

▶ Miners Welfare Hall, Ystradgynlais on 11 January, 11am - 1pm

▶ Y Gaer, Brecon on 13 January 11am - 1pm

 Powys

Head of Children and Adult Service's

Jan 2023

- ▶ Social media ads
- ▶ LinkedIn paid for ads, £120 per job
- ▶ Guardian, £400 per job
- ▶ Recruitment information packs
- ▶ Promotional video from Caroline Turner

Total spend £1,040

Head of Children's Services

6
applications

The last time we appointed, in 2018 we received:

3
applications

Head of Children's Services

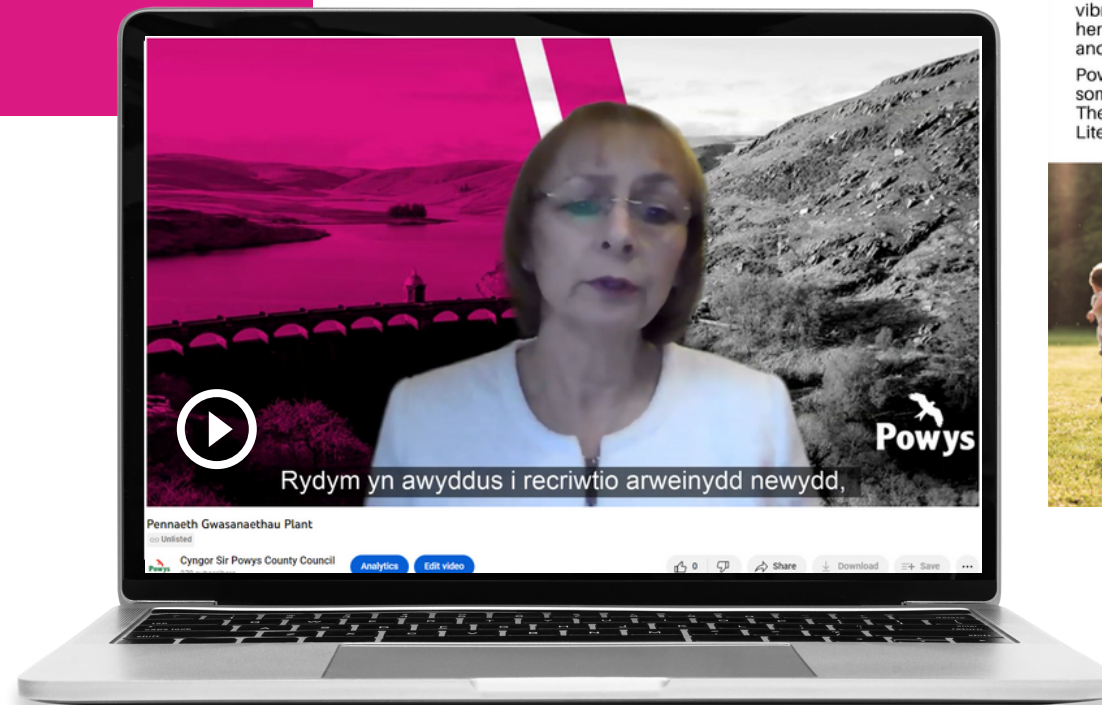
Head of Adult Services

12
applications

The last time we appointed, in 2018/2019 we received:

7
applications

Head of Adult Services



Powys County Council
Recruitment pack 2023

Head of Children's Services

Mae'r ddogfen hon hefyd ar gael yn Gymraeg

About Powys County

Powys is a stunning county that offers beautiful scenery and spectacular landscapes with green open spaces and vibrant market towns.

The county has excellent theatres, a vibrant Welsh cultural heritage, thriving arts and artisan scenes.

Powys is home to some fantastic events. The Hay Festival of Literature has an

international reputation that attracts top writers and celebrities.

The Green Man festival is rapidly becoming one of the top boutique festivals on the summer music circuit and the Royal Welsh Agricultural

Show is the largest agricultural show in Europe.

Spend your weekends exploring the 2,000 square miles of countryside and having great adventures...

...there's something to do for everyone

— wildlife enthusiasts, walkers, mountain bikers and horse riders. Sport addicts have plenty of choice with a range of local football, rugby, cricket and golf clubs to choose from.

Powys has a community spirit and togetherness with strong local neighbourhood networks. **It's also about well-being and offering safe and supportive communities to live.**



Environmental Health Officer

Jan 2023

- ▶ Paid for social media ads
- ▶ Promotional video from Paul Bufton (Recruiting Manager)
- ▶ Universities and colleges



1

application who was
successfully appointed

Although we only received one application, the job had been previously advertised twice and received no applications.

Prior to this campaign, £2,000 had been spent on adverts in the Environmental Health News which gained no interest.



Reablement & Support Care Workers

March 2023

- ▶ Two week Facebook campaign
£200
(£100 in the North of the county and £100 in the South)
- ▶ Easy Apply

Total spend £200



19

easy applications

During the two
Facebook campaign -
1 March - 15 March

Two weeks prior to starting the
campaign 13th Feb - 27th Feb,
we received:



3

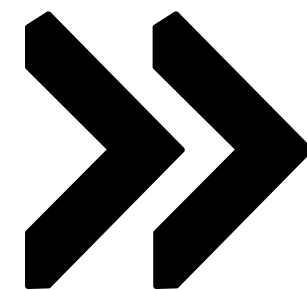
easy applications

so, £200 saw an increase of:



16

easy applications



Conversion rate: as of 26/04/2023

5 successfully appointed

2 waiting interview

9 withdrew applications (feedback: mainly due to our rota)

3 rejected as part of the shortlisting/interview process

RECRUITING

Gweithiwr Cymorth Gofal
ac Ailalluogi

Reablement and Care
Support Worker

- ▶ 35 awr (Swyddi 25 awr ar gael)
35 hrs (25 hr roles available)
- ▶ Parhaol / Permanent
- ▶ £22,369 - £23,194

Lleoliadau amrywiol ym Mhowys
Various locations in Powys

www.powys.gov.uk/jobs

EN.POWYS.GOV.UK

Send us your CV - Powys County Council

Some of these cookies are essential, while others help...



Trade roles - recruiting to 12 jobs

Carpenters, Builders, Plumbers, Electricians, Decorators and Labourers

March - April 2023

- Recruitment roadshow in eight locations across Powys
- Social media paid for ads to promote the roadshow £200
- Posters > = £260
- Flyers >
- Easy Apply

Total spend £460



➤➤ **20**
Easy applications

➤➤ **52**
applications forms

for just 12 jobs

Note: A carpenter post was advertised for 2 weeks prior to the campaign launching = 0 applicants

**RECRUITING
RECRIWTO**

Carpenters | Builders | Plumbers |
Electricians | Decorators | Labourers

Multiple positions available across Powys

www.powys.gov.uk/jobs

Great benefits:

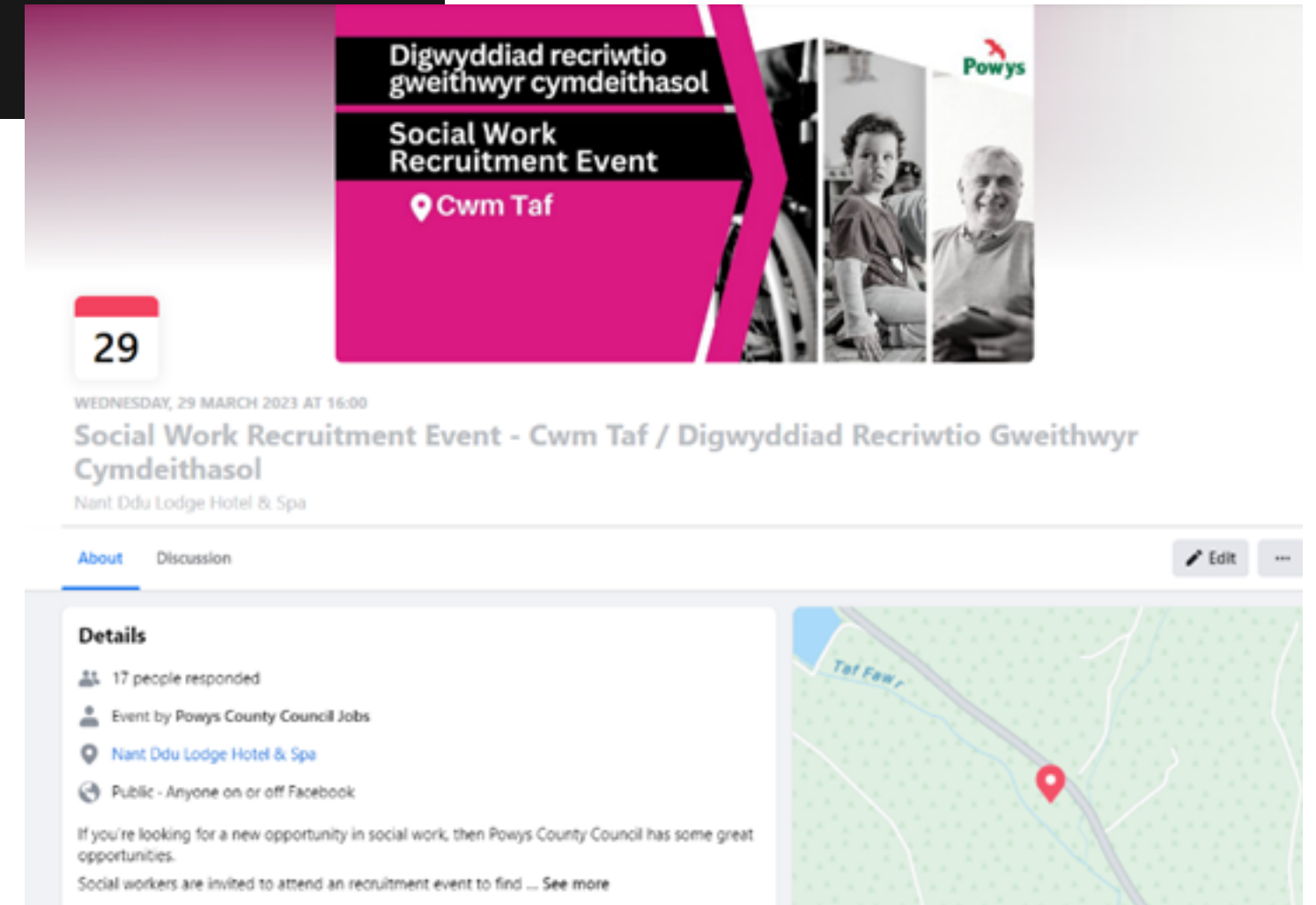
- ✓ 8am - 4pm weekdays with an early finish on a Friday!
- ✓ Call out rota at 1.5 x hourly rate
- ✓ Van to take home
- ✓ Great pension
- ✓ Great annual leave + bank holidays
- ✓ Tools provided and allowance payable
- ✓ Excellent training and development opportunities
- ✓ Good work/life balance

Social worker recruitment events

March 2023

- ▶ Facebook events to promote the four events £190
- ▶ Google search campaign £105
- ▶ Social media campaign £100
- ▶ Social work world Facebook group

Total spend £395



67
clicked 'interested'
via social media
events

7
attended
the events

0
applications

