



# CAMPAIGN DASHBOARD REPORT

## Social Workers and Team Managers - Countywide

### Appendix D



**Start date: Phase 1 ] 16<sup>th</sup> August 2017 – 16<sup>th</sup> September 2017.**  
**Media Inventory: [www.communitycare.co.uk/](http://www.communitycare.co.uk/) Search Marketing (Adwords and Display)**

**Media: Community Care**

**TARGET EMAIL**  
 Delivered 8,114  
 Opened 1,597 (19.68%)  
**Clicks 74**

**BANNER ADVERTS**  
 Impress 81,001  
**Clicks 82 (CTR 0.10%)**

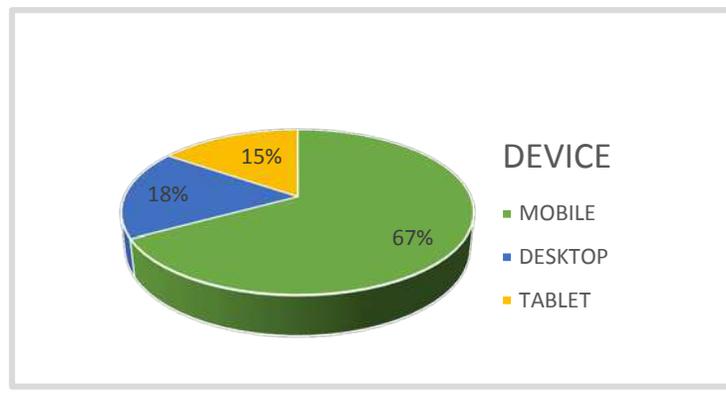
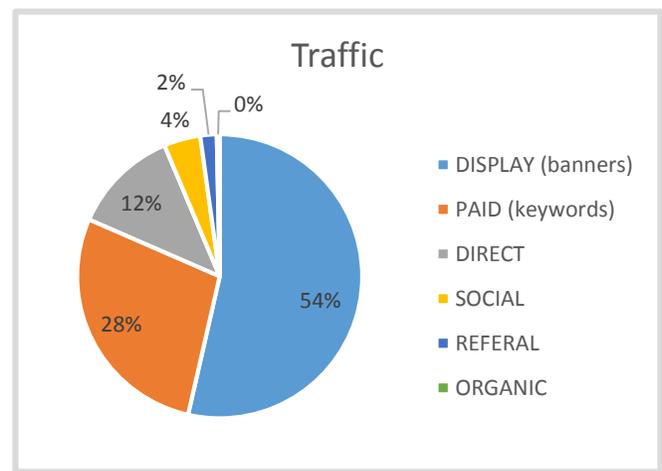
**JOB LISTINGS**  
**Social Worker**  
 Views: 159 **Apps: 14**  
**Team Manager**  
 Views: 172 **Apps: 12**

**Media: Search Marketing**

**Sessions 2,388**  
**Users 2,045**  
**Pages viewed 1.74**  
**Duration 00:00:51**  
**Bounce Rate 76%**  
**New Sessions 86%**

**DEMOGRAPHICS**

18-26 year olds (26%)  
 25-34 year olds (33%)  
 35-44 year olds (17%)  
 45-54 year olds (12%)  
 55-64 year olds (7%)  
 65+ year olds (5%)



**Team Managers & Social Workers (Level 1 or 2)**  
 • Social Worker - £28,485 - £32,486 • Team Managers - £39,957 - £43,620  
 Locations: Countywide - West Norfolk, Norwich, East Norfolk, North Norfolk and South Norfolk

**It's an exciting time to join us.** We're strengthening our social work teams to support people to remain as independent as possible for as long as possible. We're investing in social care and in particular changing the conversation for social work to provide better outcomes. Our new approach aligns with our vision to support people to be independent, resilient and well.

These new and exciting roles will deliver our strength based approach, fully integrating with our health partners to wrap care around the person and to encourage early intervention in the community and support admissions avoidance.

You'll be at the beginning of our journey, embedding our exciting new model of care through our PartnersChange Three Conversations Model, which has been developed through co-production to provide a person centred approach. You'll be instrumental in changing the conversation, listening and connecting to keep people independent, resilient and well.

You'll be an experienced Social Worker or Team Manager, passionate about making a difference, ready to embrace change and take us on our exciting new journey.

Opportunities exist across all our localities. We're committed to continue our professional development and offer benefits such as childcare vouchers and Norfolk Rewards - a scheme offering discounts on everyday purchases.

You'll also work in the beautiful county of Norfolk, with over 20 miles of stunning coastline, the unique Norfolk Broads, great shopping and culture, and amazing wildlife to name a few of the benefits of living here.

**It's your time to be part of our journey.**

Closing date: **16th September 2017**  
 Find out more at: [www.promotingindependencenorfolk.co.uk](http://www.promotingindependencenorfolk.co.uk)



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**Start date: Phase 1 ] 16<sup>th</sup> August 2017 – 16<sup>th</sup> September 2017.**

**Media Inventory:** [www.communitycare.co.uk](http://www.communitycare.co.uk) Search Marketing (Adwords and Display)

## Applications

### SOCIAL WORKERS

**External: 15**

**Internal: 8**

**Total: 23**

## Recruitment timeline

### Closing date:

**16<sup>th</sup> September 2017**

### Shortlisting date:

**18<sup>th</sup> September 2017**

### Interviews dates:

**28<sup>th</sup> September 2017, 2<sup>nd</sup> and 3<sup>rd</sup> October 2017**

### TEAM MANAGERS

**External: 3**

**Internal: 12**

**Total: 15**

### Ongoing Recruitment

- ‘Rolling’ recruitment campaign (planning based on results)
- Explore expansion of NIPE
- Investigating options for an external agency to address backlog

## Commentary:

Phase one of the campaign has now ended with a total of 38 applications. Analysing the data, over 82% of visitors to the careers site have been generated through search marketing (54% through online adverts displayed to the target audience and 27% through keyword searches).

Shortlisting took place on the 18<sup>th</sup> September, and due to the high quality of applications, interviews have been offered to 22 Social Workers and 12 Team Managers. This is a good result, if we take into account the campaign ran during the summer holidays, which may have effected response levels.

This is the first phase (second phase 18<sup>th</sup> September - 8<sup>th</sup> October 2017). Based on the campaign statistics, the second phase recommendation is to add further budget to ‘search marketing’. This is more targeted, cost effective and generates higher volumes of traffic to the careers site. The cost to advertise with Community Care is expensive, in the second phase I would suggest job listings only (there is no charge for these) with possible banner advertising depending on overall application numbers.

To support the recruitment drive, Adult Social Services will be exhibiting at Community Care Live (26<sup>th</sup> and 27<sup>th</sup> September). The second phase for the campaign will coincide with the event. To engage the audience further, during the next few months ‘films’ will be created of current Social Workers and Team Managers talking about the new approach and living and working in Norfolk. These will be promoted on social media and the careers site to attract more candidates.