

WeCare.wales

WeCare Ambassador scheme

Employer toolkit

www.WeCare.wales/ambassadors



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Our campaign

One year on from the first lockdown we want to reflect on the impact of the last 12 months on the sector. We are recognising the dedication of our social care and early years and childcare sectors and looking ahead to what the future of care looks like in Wales.

To do this, we will be amplifying the voices of people working in care through our **WeCare Ambassadors**. By sharing their own inspirational stories and passion for care, our **WeCare Ambassadors** will champion the people working in our sector and give a voice to change.

And in doing so, they will support employers like you to ensure the sector is attracting and recruiting the right people with the right skills and values to work in care.

Throughout this campaign, we'd love you to show your support by sharing materials with your staff and nominating your standout team members to become a **WeCare Ambassador**.



What does this mean for you as an employer?

Your involvement in our campaign will help strengthen our Ambassador scheme and make a positive contribution to the future of care by helping attract and recruit the right people to join the sector. Your organisation will be making a positive contribution to the future of care by ensuring we continue to recruit the right people to work in care.

As an employer of a **WeCare Ambassador**, you'll be supporting an employee to share their passion and skills with others, inspiring a new generation of social care and early years workers in the process. Plus, you'll raise the profile of your organisation and position yourself as a quality employer.

1 Developing your staff

2 Contributing to future of workforce

3 Raising profile of your organisation

Key information to share with your employees

If you have a stand out team member who would make a great **WeCare Ambassador**, we'd be grateful if you could share the following information with them:

1

WeCare Wales are looking for people working in social care or early years and childcare to become ambassadors for the sector by sharing their experience and enthusiasm to inspire others to join the sector.

2

As a **WeCare Ambassador**, you'll be given a platform and all the tools you need to share your passion with new people. Whether it's inspiring school leavers to consider the possibilities of a career in care, or attending job fairs or guiding somebody in a change of career, our **WeCare Ambassadors** will help transform the future of care.

3

As well as developing your skills and confidence, becoming a **WeCare Ambassador** can further your professional development whilst also giving something back to a sector you're passionate about. You'll make a big difference.

Get in touch at ambassadors@socialcare.wales for more information.

How to put staff members forward

WeCare Ambassadors can be at any career level but they need to be committed, confident and great communicators. The role is entirely voluntary, so as long as they have your full support, then we'd love to hear more about them. If you have an employee who's particularly inspiring and motivating, please let us know.

Get in touch at
ambassadors@socialcare.wales

1 Committed

2 Confident

3 Communicators

Listing jobs on the WeCare Wales job portal

Don't forget, if you're looking for inspirational people to join your organisation, you can list your vacancies for free on our jobs portal. With an average of 5,000 people visiting the portal each month, your next **WeCare Ambassador** could be waiting for you.

WeCare.wales/submit-a-job

The image shows a screenshot of a web browser displaying the 'Submit a job vacancy' form on the WeCare Wales website. The browser's address bar shows 'wecare.wales/submit-a-job/'. The page has a grey header with 'Accessibility' on the left and 'Search Login Cymraeg' on the right. Below the header, there are links for 'Home', 'Working with Children', 'Working with Adults', 'Jobs', 'Submit a job', and 'News'. The main content area is titled 'Submit a job vacancy' and contains the following text: 'We are busy building an employers portal to make it easier for you to publish your job vacancies, manage your live job vacancies and job applications. If you would like to post your job vacancies free of charge on the WeCare Wales website, please complete the form below.' The form fields are: 'Company name *' (with a placeholder 'Company name'), 'Website jobs page / link' (with a placeholder 'https://'), 'Telephone number *' (with a placeholder 'Telephone number'), 'Email *' (with a placeholder 'Email address'), and 'Confirm email *' (with a placeholder 'Email address'). A 'Next' button is at the bottom of the form. A yellow callout box is overlaid on the screenshot, containing the same form details.

Submit a job vacancy

We are busy building an employers portal to make it easier for you to publish your job vacancies, manage your live job vacancies and job applications.

If you would like to post your job vacancies free of charge on the WeCare Wales website, please complete the form below.

Company name *

Company name

Website jobs page / link

https://

Telephone number *

Telephone number

Email *

Email address

Confirm email *

Email address

Next

Thank you for your support

We really hope that through this campaign, we can make a difference to the number of people enquiring about roles in the care sector. So, no matter how you choose to help us spread the message, we want to say thank you.

We would love you to continue supporting the campaign after April 2021.

If you would like to get in touch with an enquiry or have an inspirational colleague who is interested in becoming a **WeCare Ambassador**, please send details to ambassadors@socialcare.wales.



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