



A 5-step guide for recruiting care professionals

Recruit and retain top talent

Whether you're a business struggling to find care professionals with the right experience or you're a care service that faces high turnover, you know that hiring and retaining the best employees is one of the toughest parts of being in the care industry. Any branch, whether it's child care, senior care, pet care, tutoring or housekeeping, faces the same challenges—finding the best candidates on a tight budget and keeping these employees for a long period of time.

This guidebook is designed just for you. In just 5 steps, you'll learn techniques to maximize your recruitment efforts and find, contact and hire the best employees for your care business.



Find and hire great talent

in 5 easy steps.

1. **Sell yourself**—Highlight your business and stand out to potential employees 4
2. **Create compelling job posts**—Attract and target the right candidates 6
3. **Communicate effectively**—Initiate conversation, and take it to the next level 9
4. **Reach out**—Find candidates first and get ahead of the competition 12
5. **Hire with confidence**—Check a potential candidate’s background and certification 13

Once you tailor your recruiting process with the above steps, your techniques will become more efficient. Soon you’ll find yourself spending less time on recruiting, while simultaneously attracting more high-quality candidates.



Step 1: Sell Yourself



You work hard to establish a solid reputation with your customers so they view your company as a reliable care provider. You want potential employees to feel the same way and get excited about working for your company as a happy, productive member of your team.

According to a CareerBuilder Candidate Behavior Study, job candidates consult 15 resources during a job search including social media sites, job boards and even employer review sites.¹

15

resources are sited during a typical job search



You should feature your care business—along with information about your company’s mission and culture—on as many key job resources as possible, including LinkedIn, Facebook, Care.com, Indeed and Glassdoor. Most of these sites offer employers a dedicated page to showcase your company and attract job candidates. The key to successfully standing out is multifaceted; if the only thing you’re doing is providing contact information and listing open positions, you’re missing out on a big opportunity to truly set yourself apart. Today, job candidates expect more.

¹ CareerBuilder, 2012 Candidate Behavioral Study: The Myth of the Passive Job Seeker, <http://careerbuildercommunications.com/candidatebehavior2012/2012/index.html>

Important tip:

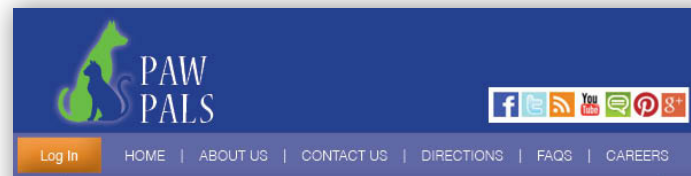
Periodically take a look at your online presence and make necessary changes to keep it current and fresh.

Make a good first impression with your business description

Whether on your own website or on external resources, the best overview provides job seekers with the ability to look into your company and see what it's all about—your culture, benefits, people, perks, environment and more. To create a solid and engaging career page about your company, include the following:

- Your company story
- What sets your company apart
- Your customer base (who they are, what they want)
- Your employee value proposition
- Your team (showcase the people who work with you)
- Your work environment (what it's like to work at your company)
- Perks and benefits (healthcare and vacation plans, free snacks, gym benefits)
- Open positions with links to the job descriptions
- Who candidates should contact (this should be clear and easy to find)

Although they may seem radically different, your goals and a job seeker's goals are not that far off. Candidates want to find a company that fits their career goals and work style, just as you're looking for an employee who will make a great addition to your team.



Step 2:

Create compelling job posts



There is an art and science to bringing in the right job candidates with a job posting. The more specific you are about job duties, qualifications and expectations, the more likely targeted job seekers will find your post. Even small additions can reap big results. For example, according to The Hiring Site, “job postings that include logos bring in 13 to 21 percent more applications than job postings that don’t.”²

13-21%

more applications are received when a job posting includes a company logo

The following guidelines can help you attract the most suitable candidates:

Job title

A compelling job title is your first tool to attract potential employees. Candidates often search by job titles, so the more specific you are, the better your chances of attracting the right candidate.

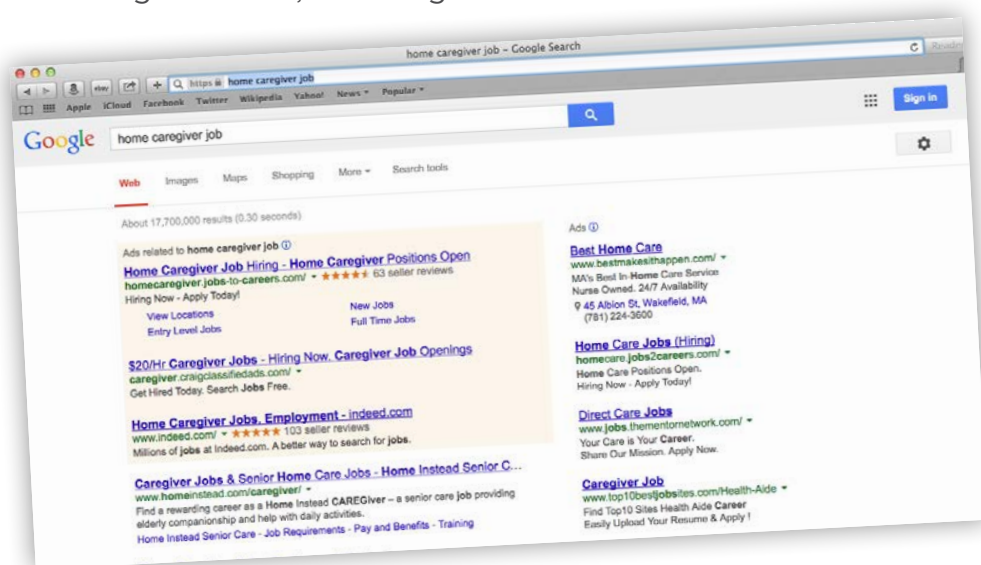
Try this:

Part-Time Preschool Teacher—College Degree Required
Full-Time Home Health Aide—CNA Required

Not this:

Preschool Teacher
Home Health Aide

A few carefully chosen, attention grabbing words make a significant difference in who will apply to—or even look at—the job posting. It will also make it more likely that your job posts will show up in relevant search results on recruiting websites—like Care.com—or in search engine results, like Google.



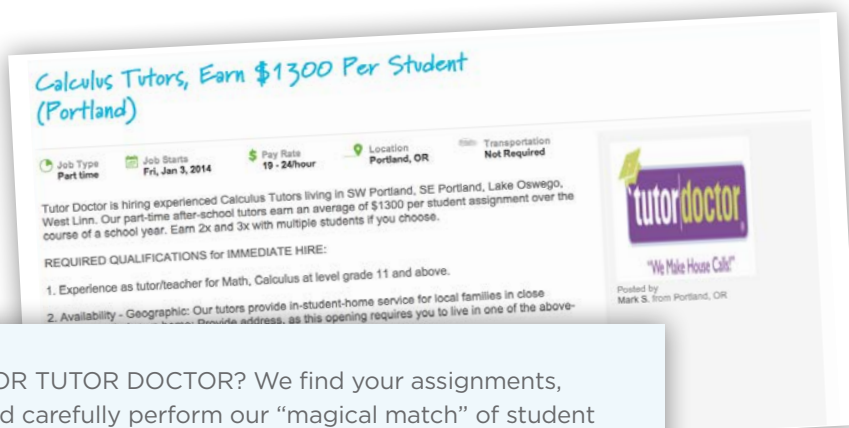
² The Hiring Site, “5 Things Every Employer Should Do to Increase Applications,” Mary Lorenz, Nov. 9, 2012, <http://thehiringsite.careerbuilder.com/2012/11/09/5-things-every-employer-should-do-to-increase-applications/>

Company description

Unless you work for a large, successful or popular well known company, most people reading your job post won't know who you are or what your company does. At the start of a job post, highlight the reasons why someone might want to work for your company. Here are a few ideas of things to include:

- Company logo
- What industry you are in and what your company/product does
- What your work environment is like (closed office, open floor plan, ping pong tables, library-like silence, etc.)
- Your mission/what your company is trying to accomplish
- Some relevant statistics about your success and/or market position
- How big you are (number of employees, revenue, years in business, etc.)
- Key aspects of your culture and values
- Bios of veteran leadership

Include just the facts, and keep it very short. These few sentences establish the context for people to get to the heart of your job description.



About Tutor Doctor: WHY TUTOR FOR TUTOR DOCTOR? We find your assignments, consult in person with each family and carefully perform our “magical match” of student and tutor. We provide detailed information about the student and family before each assignment. We manage all marketing, payments and systems so that your focus can be on the student. We offer competitive hourly rates, prompt monthly direct deposit pay, and schedule flexibility: you choose the work volume and hours that you wish. Our tutors are independent contractors typically engaged with students 3-10 hours per week. Tutor compensation is \$18.00-\$25.00 per hour based on qualifications and specialties.

HAVE SIMILAR VALUES? Wish to make a meaningful contribution to the community while earning additional income? We seek individuals passionate about student development who can demonstrate the leadership and educator skills to make it happen. Great interpersonal skills, motivation and creativity are essential. Our culture values a sense of humor, personal responsibility, optimism and work/life balance.

Job description

Once you have pulled candidates in with a job title and company description that intrigues them, it is time to tell them about the job details. As you did with “job title,” think of specific words that accurately describe the job so the most qualified candidates will apply. A targeted job description eliminates any misunderstandings about the actual position. Include everything they will do, but also promote your company, especially if you have great or unusual benefits (like flex time or very generous vacation). The following specifications are your must-haves for a successful job description:

- Pay rate and benefits offered
- Required schedules and hours (Do you need someone who can work nights and weekends?)
- Required experience (Are you seeking someone with 1-2 years or more than 10 years of experience?)
- Minimum level of education needed (Do you want a high school graduate or a college graduate?)
- Necessary certifications (Do you want only those who are CNAs? First-aid certified?)
- Job specifics (Do they need to be able to lift more than 50 pounds? Do they need their own transportation?)
- Details for those requiring care (Are they infants? What kind of pets? Do they have any health conditions?)

Tailoring the job description gets the attention of the right candidates for the job.

Part-Time Preschool Teacher - College Degree Required

Interested? [Apply Now ▶](#)

Job Type: Part time
 Job Starts: Mon, Dec 30, 2013
 Pay Rate: \$15 - 20/hour
 Location: Brookline, MA
 Transportation: Not Required

ABC Childcare Center is seeking an energetic, innovative & reliable individual to co-teacher in a classroom of 15 three- and 4-year-old children on Monday through Wednesday. The ideal candidate will be able to develop and manage learning environments and activities that provide opportunities for children to develop and grow. He or she will also be able to work collaboratively and professionally with other teachers to enhance the school environment for both staff and the children in our care.

Responsibilities

- Assesses developmental needs of children and works to incorporate individual students' learning, physical and emotional needs.
- Ensures classroom management by setting rules and limitations
- Develops programs and activities suitable for ages three and four
- Tracks attendance records of children
- Maintains a safe, clean and healthy environment
- Communicates directly and respectfully with children
- Encourages students' positive self-image and supports individuality, independence, and creative expression

Who you'll care for:

- Age Groups: Preschool
- \$15.00 - \$20.00 per hour*

Skills & Experience:

- Years of experience: 1+ to 2 years
- Minimum education: College degree

Detailed Skills & Experience:

*Degree in Early Childhood Education (or related field)
 *Demonstrated ability with young children from a variety of cultural and socioeconomic backgrounds in a caring, consistent, and enthusiastic manner
 *1-2 years experience working in childcare is preferred.

We're looking for:

- 2 years of experience

Job schedule

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Early Morning 6 am-9 am	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Late Morning 9 am-12 pm	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Early Afternoon 12 pm-3 pm	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Late Afternoon 3 pm-6 pm	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Early Evening 6 pm-9 pm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Late Evening 9 pm-12 am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overnight 12 am-6 am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Apply Now ▶](#)

Posted by
Michelle M. from Brookline, MA

Step 3:

Communicate Effectively



Getting replies to your job posting is always exciting, but a flooded inbox can be overwhelming. How you respond to applicants says a lot about your company, so you want to make sure you get it right.

To keep your professional business reputation, it's a good idea to respond to each and every applicant. However, don't worry about spending hours sending a personal reply to each person. With the first round of applicants, it is acceptable to send an automated response. Once you have narrowed down your potential pool, you should send a personalized reply to prospective candidates.

Sending an auto-response to applicants

An auto-response can seem very impersonal, especially when you are a small business and are used to giving the personal touch. But some applicants are not going to be a good fit and going through a stack of applicants to reply to each one personally takes a lot of time. The auto-response, in which all applicants receive some communication, at least confirms receipt of an application. Keep the following tips in mind:

- **Keep it separate.** Have a separate, dedicated e-mail for job applicants. A separate account helps keep everything in one place and makes an auto-response easy for you. Most e-mail programs have auto-response capabilities. Check under "help" or "settings" in your account to get started.
- **Be professional.** You may not hire the applicant, but you should thank them for taking the time to respond to your posting.
- **Set expectations.** Give an estimated timeline for when applicants can expect a response if they are being considered for the position. Be honest about your next steps to show potential employees that you are a considerate employer and conscious of applicants' time and interest.
- **Generate referrals.** Encourage candidates to pass along the e-mail to friends and colleagues who might be qualified and/or interested in working for your company.
- **Encourage return to site.** Use a link or other device to encourage candidates to revisit the site or look for additional positions.

Example of automated response:

Dear Applicant:

Thanks for your interest in <company> and the position of <job title>. This e-mail acknowledges we have received your resume and forwarded it to the hiring manager.

We make it a point to review every candidate in the process and contact those we want to speak to further within <time frame>. With that in mind, if we're interested in a further discussion, you will hear from us again.

Our recruitment needs are constantly evolving and changing. Check out the job postings at <Career Page URL> for our latest needs. If you see a position in the future that interests you, feel free to apply again. We accept resumes only in DOC, PDF, TXT, HTML or WPS formats.

If you have any friends or colleagues in the job market, please forward this message or visit <referral link> to send specific openings.

Thanks again for your interest and good luck in your career search.

Sincerely,

<Name>

Sending a personal response to promising candidates

As you decide on potentially promising candidates, you should send a personalized reply. Taking that one extra step can keep a perfectly suited candidate interested in your job and will give a better idea of the next step. Effective communication is the sign of a business that is detail oriented and professional. Treat any applicants as you would a potential customer to promote the best business practices.

Important tip:

Care professionals spend their careers helping people or pets with their specific needs, so when you communicate with them, make sure you appeal to their natural preference for personal connection.

Here are some quick tips on a more thoughtful way to tailor your response to applicants:

- **Make it personal.** Take the time to address the candidate by name and appeal to the caregiver's professional and personal nature.
- **Discuss specific qualifications.** Address their specific skills that would make them a good candidate for the position.
- **Communicate professionally.** Use complete sentences and steer clear of abbreviations or slang. Check—then double check—for grammatical or spelling errors. Simple mistakes give an impression of carelessness.
- **Respond quickly.** The sooner you respond to an applicant, the better. However, make sure you stick to the timelines you outline in your automated response.

Example of personal response:

Dear Katherine:

Thank you for your interest in Helpful Home Care and our opening for a Full-Time Home Health Aide. Your background of caring for seniors with disabilities aligns with the qualifications we are looking for in this position. We would like to hear more about your experience, and we would like to schedule a phone interview to discuss this position further. Please email or call me at the number listed below at your earliest convenience to schedule a phone call.

We have a great team here, and we are happy to hear that you are interested in joining us! We look forward to hearing from you.

Sincerely, Jennifer Smith, Hiring Manager
555-555-5555

When you find a handful of candidates you want to interview by phone, make sure you are enthusiastic when you talk with them. They want to hear why your company is great, so tell them everything that makes it such a good place to work, and mention why you think they would be a good fit for your company. Your excitement will be contagious!

Step 4: Reach Out



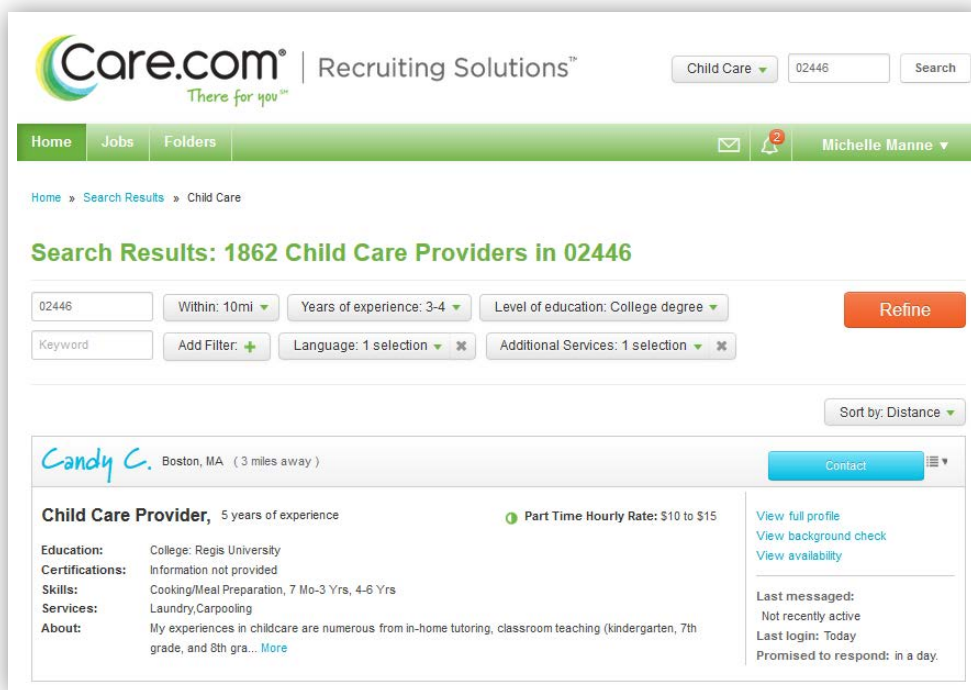
The key to long-term success? Be proactive. Your best applicant may not even be actively searching for a job, but might be open to something new.

According to a Candidate Behavior Study by CareerBuilder, 66 percent of respondents said they thought about looking for a new job within six months before actively searching.³

Don't just sit back and hope your job posting attracts the best people. Be an active participant in the job search process and find ways to search for the best candidates. And remember, your search should always be focused and specific. You will save much more time and effort if you attract a small pool of 12 highly qualified applicants rather than a deluge of 100 applicants who might not be good fit for your company. Here are a few places to start:

- Job boards, online networking sites like LinkedIn and care professional-specific sites like Care.com all allow you to search for the best possible applicants. For a more effective search, use key words like “CNA,” “certified teacher” or “first-aid certified.”
- Relevant schools, colleges and training centers
- Online industry groups on LinkedIn or Facebook

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³ Career Builder, Candidate Behavior Study, 2012. http://www.careerbuildercommunications.com/candidatebehavior/assets/pdf/CandidateBehavior_P5.pdf

Step 5:

Hire with confidence



No matter how perfect your candidate is, don't ignore the final, crucial step of vetting your applicants. According to Accu-Screen Inc., a company that specializes in employment background screening of job applicants, job seekers falsify 15 percent of technical skills and certifications.⁴ You want your hire to be free of potential problems, and checking references and stated certifications will give you a more thorough and accurate picture—not to mention peace of mind. Here's how to start:

15%
of technical skills
and certifications
are falsified

Check references

References from the following are a quick and easy way to get a top-level idea of the candidate you're interested in:

- Previous employers, preferably those who hired the candidate for a similar capacity.
- Families the candidate has worked for to give you an idea of work quality.

Browse social media

Look up your candidate on social media to find out as much as you can about them. Below are some popular websites you should be using to get additional information:

- Facebook
- Twitter
- MySpace
- Instagram
- LinkedIn



⁴ The Ladders, Most Common Resume Lies, Lisa Vaas, <http://www.theladders.com/career-advice/most-common-resume-lies>

Use online tools

Plug your candidate's name into various online searches to make sure you don't find anything concerning.*

- Run a Google search to look for any negative social media or personal information.
- Search the Department of Justice National Public Sex Offender website.
- Check out Spokeo to find any online information or any social media profiles associated with a name, phone number, e-mail address or address.
- Local and state websites can also offer information that is in public records.
- Basic background checks can verify information as basic as a Social Security number or a criminal background, but higher level checks can even include driving records and civil restraining order records. Care.com offers these and many independent companies offer the service as well.
- Check any listed certifications or accreditations. Some typical certifications are from the following organizations:

American Red Cross

National Association for Home Care and Hospice

National Board for Certification of Hospice & Palliative Nurses

INA Nanny Credential Exam

Newborn Care Specialist Association certification

Pet Sitters International (PSI)

National Association of Professional Pet Sitters (NAAPS)

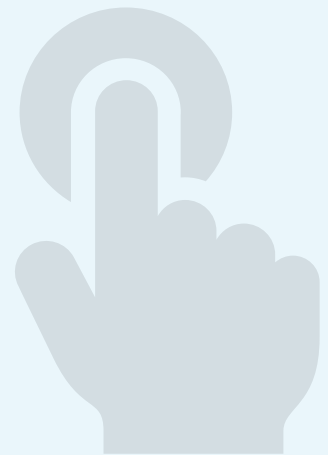
National Dog Groomers Association of America (NDGAA)

Certification Council for Professional Dog Trainers (CCPDT)

National Tutoring Association

American Tutoring Association

College Reading & Learning Association



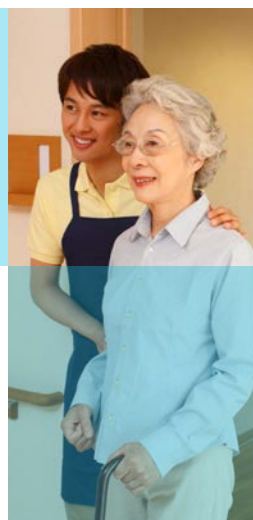
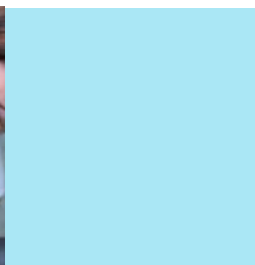
* Hiring decisions should always be based on skills, knowledge and experience. Make sure you are aware of and adhere to employment laws and regulations.

Assess your new approach

When you have finished your latest round of hiring, congratulate yourself on the accomplishment! Then, step back and honestly decide what approaches worked best for you, so you can tailor your recruiting process for your next hire.

- Did you find that reaching out proactively to potential applicants helped you find more qualified candidates?
- Did your specific and catchy job title bring in the exact type of candidate you were seeking?
- Did your time searching on certain job boards yield strong or poor results?
- Did you find it helpful to personalize your messages to interested candidates?

Developing your own toolkit—using the 5 steps discussed in this guide—is the best way to make future recruiting easier, faster and more successful. Use what works for you. Take the previous discussed tools and tips to heart, and make them your own. And soon you'll find that you've mastered the art of finding and hiring great talent.



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