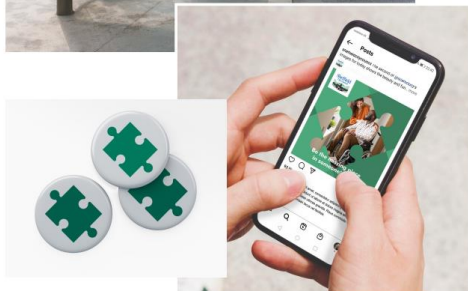
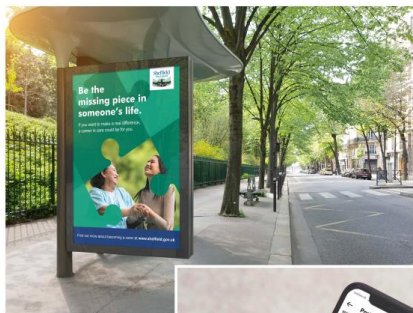


Variation 1

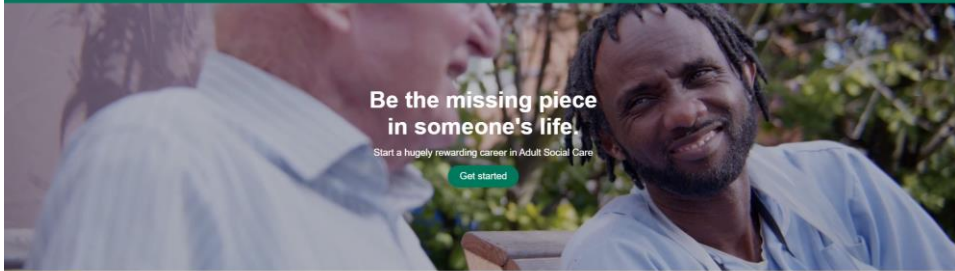


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# SHEFFIELD CITY COUNCIL: Adult Social Care Recruitment Campaign

**'Be the missing piece in someone's life'**



### Why start a career in Adult Social Care?



#### Make a difference everyday

Make a difference, one person at a time. Improve their quality of life by giving them the support and independence they need.



#### Flexible hours to suit you

Have flexibility with part-time and full-time roles available, as well as more choices around working hours, not just your typical 9 – 5.



#### Career progression

There are plenty of opportunities for career progression with many career paths, meaning ample prospects for career progression from managerial to senior roles.



#### Training and qualifications

There are comprehensive training programmes available to develop the skills and knowledge of health and social workers. No previous qualifications are necessary.

Get started

### What types of roles are available?



Activities Worker



Care Worker



Personal Assistant



Shared Lives Carer



Advocacy Worker

## Campaign delivery - Website & Videos

Yellow designed and produced a mobile responsive website ([sheffieldcares.co.uk](http://sheffieldcares.co.uk)) with lots of information and stories to help people learn about a career in adult social care, along with a section with the latest jobs to apply for.

The centre pieces of the campaign were 'day in the life videos' of different carers that work in Sheffield - which were filmed and edited by Yellow's video crew. **Click the images below to watch a video!**



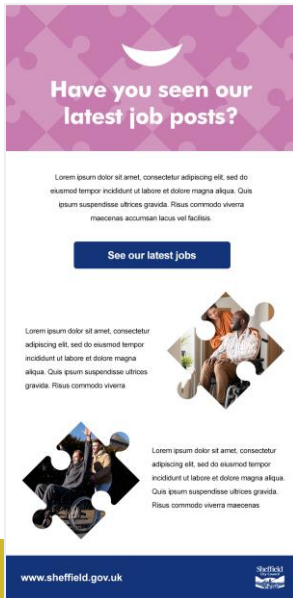
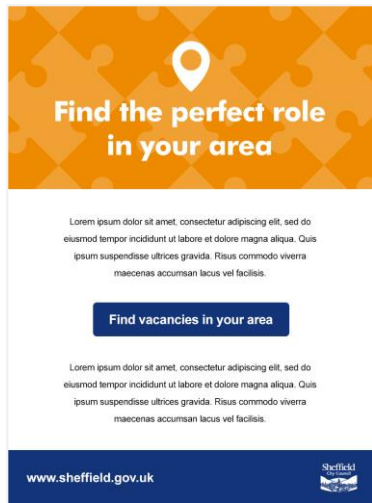
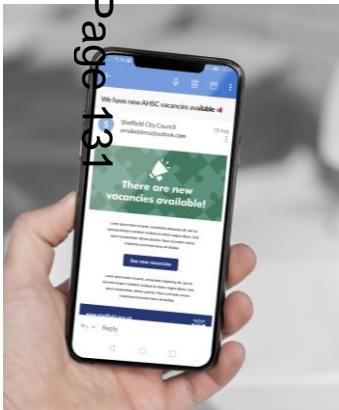


## Campaign delivery - Digital Marketing

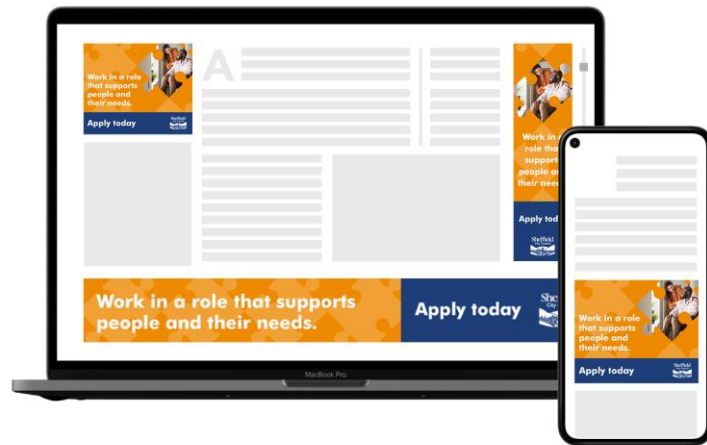
Yellow have produced templates for a variety of digital marketing for the campaign that can be used on a on-going basis, as well as being able to edit them easily for other campaigns.

We produced social media posts, Facebook advertising, LinkedIn adverts, Email marketing, banner advertising and more.

Examples below.



Banner advertising.



## Roller banners



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## Posters



## Event Planning / Design

For the recruitment event itself, we produced a variety of marketing materials to be printed for the day.

We designed a variety of roller banners, posters, leaflets, info packs, tote bags etc and more.

Examples below.

## Brochure / info pack



## Trifold leaflet



## Branding / logo design for the event

### Logo 3



### Horizontal



### Portrait



### Colour variations on white backgrounds



### Logo on coloured backgrounds







Images of the very successful event – over 300 people attended!



Sheffield City Council  
20 February at 08:40

Do you want to make a difference in people's lives and work flexible hours? Don't miss our adult health and social care job fair tomorrow 11am-2pm at Sheffield Town Hall.

Our friendly team will be there to debunk all the myths, show you how incredible working in adult social care can be, answer any questions you have, and also fill in a quick questionnaire to find out what role would suit you best.

For more details and to register, see [sheffieldcares.co.uk](http://sheffieldcares.co.uk)... See more

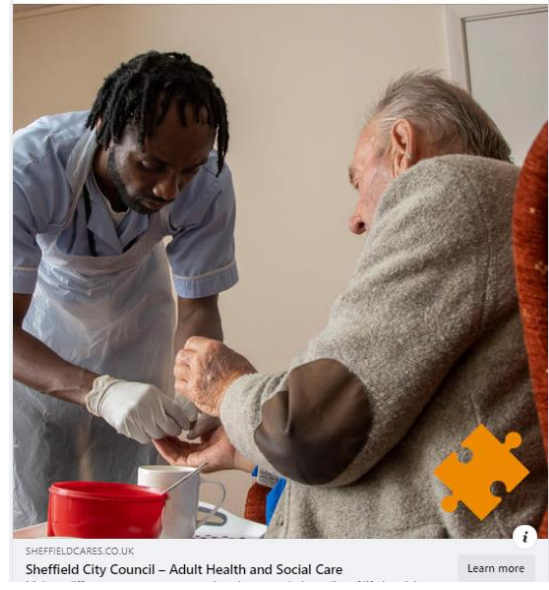


Sheffield City Council  
13 February at 10:00

Do you enjoy making a difference in people's lives? A role in adult health and social care could be the perfect job for you!

Come along to our job fair on Tuesday 21 February 11am-2pm at Sheffield Town Hall to find out more about the many different roles available.

Unlike set shift jobs, it can offer you flexibility across many different days and shifts. You don't need any previous qualifications to apply and there is a wide range of opportunities for you to help change and... See more



## Content – Social media, photography and content marketing

Yellow produced a variety of content to spread the word of the campaign over social media, local websites and press..

Multiple social posts were designed and written, press releases were written to be sent to local journalists and our photographers took a variety of images to be used in the future.

**Sheffield Council PR – Recruitment Day – BENEFITS OF AHSC**

**HEADLINE:** *Discover the benefits of a career in Adult Health and Social Care at Sheffield City Council's Recruitment Day*

**DATE OF PUBLICATION:** TBC

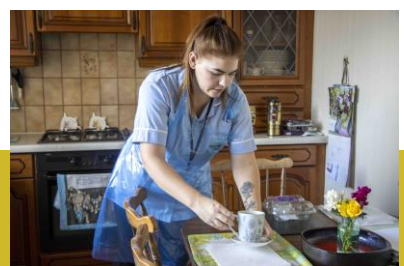
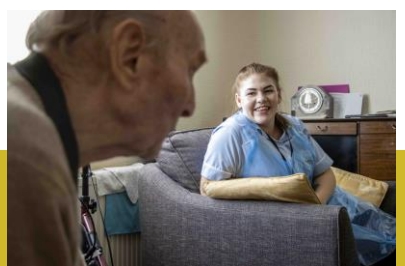
**SUMMARY & BODY PARAGRAPH:**

Sheffield City Council is one of the largest employers in Sheffield, with over 7,000 employees providing a huge range of services to over 574,000 residents, as well as visitors to the city. There are over 14,000 social care roles in the city, allowing for plenty of employment opportunities.

On Tuesday 21<sup>st</sup> February 2023 Sheffield City Council will be hosting a **FREE** drop-in event, aimed at those who are looking for work and are wanting to go into the Adult Health & Social Care Industry, or for those looking to advance their career in Adult Health & Social Care. There will be providers from across health and social care attending the event.

It will be taking place in Sheffield Town Hall, between 11 am – 2 pm.

We will be recruiting for Adult Health & Social Care roles in the following areas:



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