

BACKGROUND

HFT in Herts & Essex had a number of vacancies both at management and support worker level. After meeting to discuss requirements during January 2009, WDAD recommended advertising in two stages and holding Open Days for potential Support Workers to find out more about the roles on offer.

APPROACH

WDAD devised a range of advertising concepts, from which HFT chose "ideas you can live with".

The idea was to have one simple concept that would work for all levels of role which would get across that HFT is a creative organisation looking for people who would bring new ideas to a service which is always looking for fresh ideas to develop.

This concept was developed to work across a range of media including:

- adverts and editorial in local press
- promobikes in Bishops Stortford with the rider giving out leaflets
- online adverts and targeted emails via monster.co.uk and fish4jobs
- adverts on facebook and university websites
- posters for colleges and libraries.

As there were so many roles and lots of information to communicate, a dedicated microsite was set up to provide details about each role and information about the Open Days and how to apply: www.ideasyoucanlivewith.co.uk

RESULTS

The Open Days were a huge success. The statistics from the microsite showed that two weeks after the Open Days took place, a total of 375 individuals had visited the microsite. At the time of writing, HFT is in the process of making a large number of offers.



Ideas you can live with

Support Worker Opportunities
Recruitment Open Days - Monday 2nd & Tuesday 3rd March 2009


Living life on your own terms is what it's all about. At HFT, we help adults with a range of learning disabilities do just that. To us it's all about coming up with creative and effective ideas that are as individual as the people they're designed around. From dunking biscuits over a cup of tea with friends to dunking basketballs down at the local sports centre, everything we do reflects the needs of the people we support. If you can help, we offer full training and great career potential. Want to know more about the range of full and part-time roles on offer? Come and meet us at The Rhodes Centre, 1-3 South Street in Bishops Stortford, on Monday 2nd March (10am - 7pm) or Tuesday 3rd March (10am - 5pm). If you can't make it, call us on 01279 816165. To find out more about these and other roles, visit www.ideasyoucanlivewith.co.uk. See our advert for senior and management roles in next week's press.



Ideas you can live with

Assistant Services Manager - Part-Time, Ugley
Community Resource Development Manager - Ugley
Supported Living Team Managers - Part-Time, Thorley & Stansted
Senior Support Workers - Ugley
Senior Supported Living Worker - Spellbrook


HFT is a pioneer in many areas of social care, but we never settle. When you join us, you'll help us find new ways to develop our services, using your creativity to come up with fresh ideas that are as individual as the people we support. Join us in doing whatever it takes to help people with learning disabilities to live life on their own terms and we'll take your career in exciting and unexpected directions. To find out more, please call us on 01279 816165 or visit www.ideasyoucanlivewith.co.uk where you can apply for these and Support Worker opportunities.



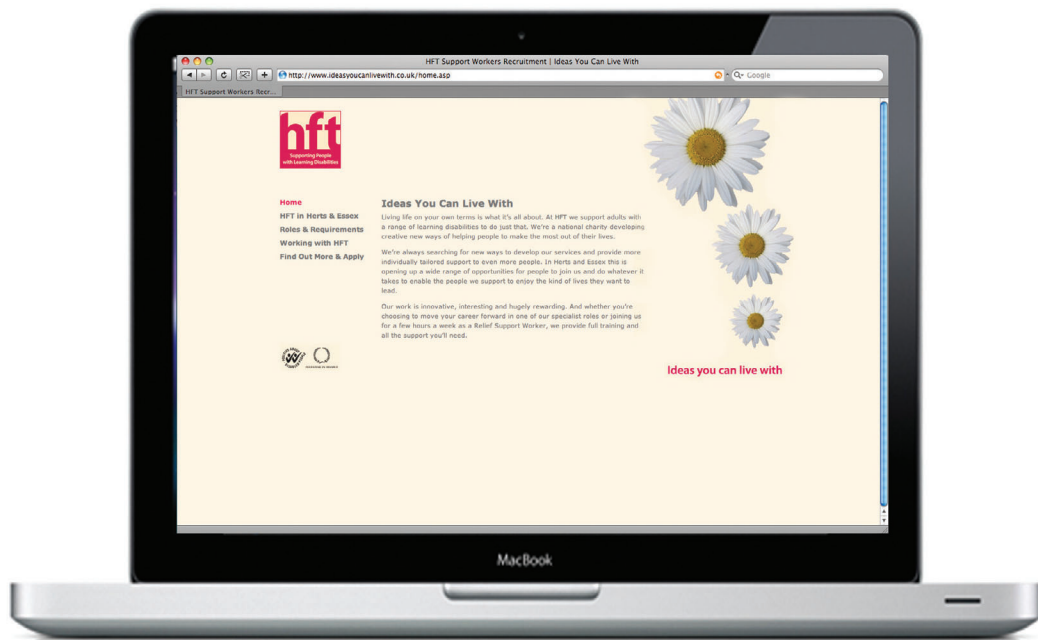
Ideas you can live with

Full & Part-Time Social Care Opportunities at many levels

Can meeting a friend for coffee change someone's life? At HFT, we believe it can. We support adults with a range of learning disabilities by coming up with creative and effective ideas that are as individual as the people they're designed around. If you think you can help, whether that's for a few hours a week or more, then call us on 01279 816165 or visit our website at www.ideasyoucanlivewith.co.uk



Case study: HFT



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