



We invite care sector employers (Disability, Aged Care and Home Services) across the Illawarra and South Coast to take part in the Care Sector Employer Job Pledge Process to help us promote Caring Careers to job seekers.

## Job Pledge Process

As part of the Care Careers Project we are seeking to engage with employers and stakeholders, to streamline employment pathways and secure a minimum of 150 employment opportunities for job seekers by June 2022.

To help us achieve this goal we launched the Care Sector Employer Jobs Pledge process. This toolkit will outline the processes, steps to be undertaken by employers and the way in which Community Industry Group will market your job vacancies.



Free service  
for Care  
Career  
Employers



Attract  
job ready  
applicants



Let us  
promote your  
job vacancies

1

## Employer Registration

Use the online form on our website <https://www.careforcehub.com/pledge-jobs> to register the number of jobs you would like to pledge.

2

## Pledge Welcome and Toolkit

We will send you a Welcome Pack explaining the next steps in the pledge process and provide you with employer resources.

3

## New Jobs

Employers will be asked to take a photo with the pledge sign stating the number of jobs being pledged.

4

## Marketing and Promotion

Your pledged jobs will be promoted through the CareForce Hub website, twitter, Facebook and LinkedIn accounts.

5

## Monthly Employer Follow Up

Community Industry Group will check-in with employers each month to find out if any of the pledged jobs have been filled and identify any success stories that can be promoted via social media with our 'I got the job' signs.

6

## Tracking Pledges & Further Promotion

We will track the pledges and promote your organisation with website articles, social media posts and newsletter items.

Your logo is featured here



The number of jobs you wish to pledge is added here

## FREQUENTLY ASKED QUESTIONS

### Why make a jobs pledge?

- Demonstrate your commitment to providing job seekers with real job opportunities in the Illawarra and South Coast of NSW.
- Extend the reach of your attraction and recruitment campaigns - every job that is pledged will be promoted via CareForce Hub marketing and social media activities, and at job seeker events.
- Be part of a sector-wide strategy aiming to attract more job seekers to the jobs and careers our sector has to offer.



### What does it involve for employers?

- Employers start by completing a Jobs Pledge Registration Form on the CareForce Hub.
- Employers will be asked to take photos of successful recruits for promotion via the CareForce Hub and social media campaigns.
- Employers will be contacted by the Care Careers Project Officer, Tanya Southworth once a month for a Jobs Pledge update, to collect success stories and share further job promotion opportunities such as job seeker events.

### What is the role of the Community Industry Group?

- Support employers with the pledge process.
- Ensuring employer job pledges are promoted and marketed effectively via the CareForce Hub and social media campaigns.
- Complete monthly follow-ups with employers about their job pledges and provide support for hard to fill jobs as required.
- To engage employers in job seeker events featuring job pledges and care career opportunities.

# CARE FORCE

For both the 'Pledge sign' and the 'I got the job sign' we encourage employers to take a photo and send it via email to Tanya Southworth on [tsouthworth@cigroup.org.au](mailto:tsouthworth@cigroup.org.au).

## Tips for taking a great photo

- Find a suitable area to take the photo that is free from clutter and has good natural light. If possible avoid things like exit signs, rubbish bins or other people in the background.
- Ask your team member to hold up the sign ensuring that the words are not covered up. Encourage them to smile.
- Take several photos so you can choose the best one. Don't be afraid to try different angles or ask your team member to move to a new location.
- Have your phone set to a high resolution for photos and email us the original size.
- Please be aware that any photos you provide could be used in the promotion of the Careforce Hub Care Careers project.



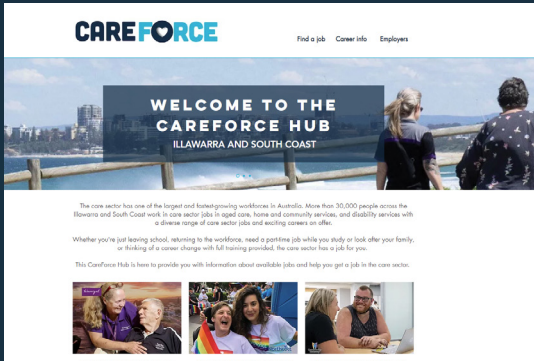
Your logo is featured here

Type the name of the job here.

**Local Jobs Program**  
AN AUSTRALIAN GOVERNMENT INITIATIVE

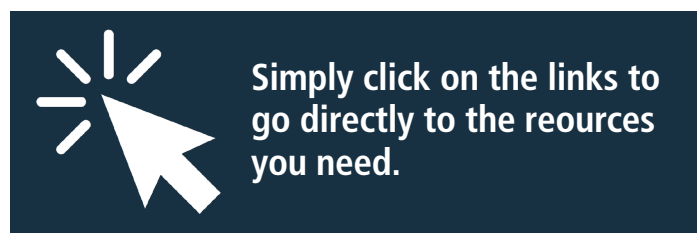
The Local Jobs Program (LJP) is funded by the Australian Government Department of Education, Skills and Employment.

**CARE FORCE**  
[www.careforcehub.com](http://www.careforcehub.com)



The CareForce Hub is a purpose-built website which is the 'go-to' place to find careers in the disability, aged and home care sectors. The CareForce Hub features job vacancies, tools and tips for job seekers, resume templates, employer information and loads of information about the huge variety of roles available.

Care sector employers (disability, aged care and home care service providers) are encouraged to make a Jobs Pledge to demonstrate their commitment to providing real job opportunities and secure employment for job seekers across the Illawarra and South Coast.



[www.careforcehub.com](http://www.careforcehub.com)