



**South East Region**

## Learn from Kent County Council

### **Branding our Recruitment campaigns and materials**

#### **Background**

At Kent Council we recognised that in order to attract people into our roles we needed to have a specific branding that made it clear what we are about, what the benefits are of working for us and how we support the sector. We wanted to create a stronger branding that would support our recruitment and give us a stronger identity. We therefore started working with a Marketing Company.

#### **What they did**

We particularly wanted to focus on our professional roles as we had some difficulty recruiting to these vacancies. Working with the Marketing Company we ran Focus Groups to find out why people came to work for the Council, what attracted them and supported them to stay. We used these groups also to start working with the Marketing Company to develop a branding that would run right through all of our recruitment activity. The Groups came up with 3 final brandings and then selected one that we would adopt.

This branding is now used on all of our activity, on our pull-ups, our adverts, leaflets, recruitment job sights and on our social media pages.

Once the branding had been agreed and developed we then worked with the Marketing Company for another 6 months and they supported us to increase the volume of people to our website.

#### **What they achieved**

We now have a recognisable brand that is identified with Kent CC. The website had a significant increase of volume visiting it although it hasn't resulted in a similar recruitment success. However it is still early days and the main part of the work has been making sure that our brand and what we work for is known to all looking to apply for jobs at the Council.

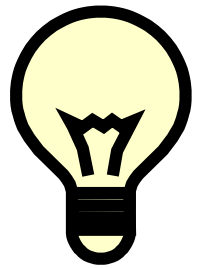
## Lessons Learnt

6 month campaign with the Marketing Company really helped us to increase the traffic volume looking at our website

It is too early to say whether this increase of traffic has helped us recruit into posts but it has helped us to be recognised as an employer and raise our profile, we are now measuring the impact of this campaign.

## Top Tips

Use your branding for social media as well as recruitment opportunities



**Adult Social Care - Older People and Physical Disability**

**Kent County Council**  
kent.gov.uk

In adult social care, it is not always easy to see the person behind the issues. But at Kent County Council, we believe the way to offer the right support, in the right way, at the right time is to really get to know people.

We've redesigned the way we work - with each other, with technology, and with our partners and providers. Now with an emerging agenda to integrate health and social care services, our operation is smarter and more efficient than ever before.

If you are a registered Social Worker, Occupational Therapist or Nurse with experience in Adult Social Care ready to embrace change and new ways of working then we would love to hear from you.

To find out more and apply visit [www.kent.gov.uk/adultsocialcarejobs](http://www.kent.gov.uk/adultsocialcarejobs) or call 0300 411118

Can you help rebuild lives?

**Children's Social Care - Specialist Children's Services**

Because we believe that every child deserves to be safe, have a permanent home and a bright future, we've developed our Innovative Social Work Contract - to ensure the highest levels of social work excellence for vulnerable children - and the best support network for the incredible teams who look after them.

What that translates to is a much happier outcome for every child and a better working life for you, with manageable caseloads, the supervision and collaboration you need to gain access to the best services, and clear career progression with strong leadership.

It's a practise we're understandably proud of... and one that we're keen for you to join. If you're a Team Manager, a Senior Practitioner or an Experienced Social Worker, we've got a role for you.

To find out more and apply visit [www.kent.gov.uk/childrensocialwork](http://www.kent.gov.uk/childrensocialwork) or call 0300 411118

We're all ears

**For more information please see below:**

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