

Proud to Care

HEALTH AND CARE RECRUITMENT IN DEVON

[Proud to Care Devon](#) represents all health and care organisations across the [Devon Integrated Care System \(ICS\)](#). Proud to Care Devon aims to attract people with the right values to a career in health and care and to develop and retain people in the sector.

The Proud to Care website provides information about health and care careers including the different types of roles available, [career progression](#) routes, information about [education and training](#) and [work placements](#), and [real stories](#) of people working in health and care. To date, we have featured a range of roles including care and support workers, registered managers, nursing associates, registered nurses working in different settings, allied health professions and social workers.

The Proud to Care website also hosts a [jobs board](#) with live vacancies in Devon. The jobs board is free for all health and care organisations in Devon to post their jobs. It directs job-seekers to vacancies in the individual organisations. The jobs board has approximately 400+ live vacancies advertised in around 150 different organisations at any one time.

A team of Proud to Care Ambassadors, front-line staff employed in a variety of in health and care, attend careers events across the county promoting working in health and care. At events in schools, colleges, universities, job centres, apprenticeship events and community events, the Proud to Care Ambassadors inspire people to join the sector, provide information and signpost to careers in the sector. Since Covid-19, we have been running virtual and on-line jobs fairs and Sector Work Academy Programmes, in partnership with Department of Work and Pensions, as part of [Devon's Economic Recovery Plan](#).

Proud to Care recruitment campaigns raise the profile of the health and care and attract people to jobs, careers and education. Campaigns include online and social media advertising, outdoor advertising, local press, TV, radio etc.

Proud to Care uses social media including Facebook, Twitter and LinkedIn to engage with the current and future care and health workforce and to encourage people to start a career in the sector.

Facebook: @ProudtoCareDevon

Twitter: @ProudtoCare

LinkedIn: @ProudtoCare

Proud to Care Devon has shared its learning and helped to develop [Proud to Care SW](#), a collaboration of 16 local authorities, the national adult social care campaign, [Every Day is Different](#), as well as Proud to Care West Sussex, Proud to Care North London and We Care in Wales.

The Covid-19 Proud to Care campaign attracted over 2,000 initial registrations for a generic healthcare assistant role. 209 generic healthcare assistants have been successfully employed in 3 months in Devon's health and social care organisations, including care homes, domiciliary care and NHS trusts.

For more information, please contact proudtocare@devon.gov.uk or phone 01392 383000 and ask for Proud to Care.



The NHS in Devon

