



CARE FOR KENT

RADIO CAMPAIGN
KENT COUNTY COUNCIL CARE WORKERS

2020

RECRUITMENT
MARKETING
AWARDS



- ✓ FIRST HIRE WITHIN 48 HOURS
- ✓ A FIRST-OF-ITS-KIND FOR KMFM
- ✓ CHANGING PERCEPTIONS OF CARE WORKER ROLES

Reaching out to everyone with the potential to care

On Thursday 26th March, the UK went out to clap for its carers for the first time.

The following week, inspired by the pride, community spirit and outpouring of genuine gratitude for carers and key workers, we wrote a radio script that launched a powerful - and effective - call to care for Kent.

OUR WIDER RADIO CAMPAIGN HELPED KENT COUNTY COUNCIL (KCC) ATTRACT 284 (TO DATE) APPLICATIONS FOR A ROLE THAT'S MORE VITAL NOW THAN EVER.



CONTEXT

The care worker role hasn't been an easy one to fill at the best of times.

And now, like every other authority everywhere, KCC, in association with Kent Integrated Care Alliance, were facing an unprecedented recruitment challenge.

With historical staff shortages, the pandemic taking hold, and existing care workers forced to self-isolate, they needed to recruit at volume. And at speed.

This campaign went live within 3 weeks of taking the brief.

**“IT HELPED ME DECIDE
THAT’S WHAT I WANT TO DO”**

A 16 year-old, pre-A Level student who'd been considering a career in care applied for temporary work.



CONCEPT

With a high volume of entry level roles available, as well as some experienced and specialist carer vacancies, our target audience was broad.

We needed to reach as many people as possible.

We also needed to dispel myths about who a typical carer is and open it up to all who have the propensity to care; no barriers to gender, age or background.

So our campaign shared the overall message that people would be surprised how qualified they are for a career in care, just by being themselves – enabling them to recognise those personal skills that could make a real difference to people's lives.

Using radio as the focal point of our campaign we worked with KMFM, a countywide station with over 198,000 weekly listeners.

At a time when a sense of community has never been stronger, or a friendly voice more needed, what better way than local radio to rally the local population to apply?

It was the right idea.

**“AT THIS STAGE IN MY LIFE,
I WANT TO DO MORE THAN
JUST DRIVE A BUS - I WANT
TO GIVE.”**

A bus driver of 30 years who'd just been made redundant.



EXECUTION

Campaign launch ad – first aired April 15th

The campaign needed to kick-off with something that would make people sit up and listen, so we tapped into the swell of pride and emotion shared on those first Thursday nights.

Now we'd moved people to act, we needed to keep the momentum going, and give them more information.

The launch ad was quickly followed up by a series of ads with messaging around the type of natural traits it takes to care - and promoting a one-hour special, where listeners could find out more about the reality and reward of the role.



A FIRST FOR KMFM

We collaborated with KMFM to develop a one-off daytime - primetime - presenter-led Q&A surgery.

They hadn't run a daytime show like this before. But they were so passionate about the campaign they worked with us to create a unique, 'show special'.

The show was built around a carer who was able to share her experiences, insight and natural passion for caring, and a representative from KCC's workforce planning team.

Working in pandemic conditions, the show was delivered via live feeds through to the carer's mobile phone and the KCC representative's laptop.

It was scheduled to allow time for the live questions from the general public (ring-in and via social feeds) to be considered, moderated and responded to by the client and carer.

First aired on April 30th, the show instantly drove increased traffic to KCC's site.



RADIO AD



PODCAST

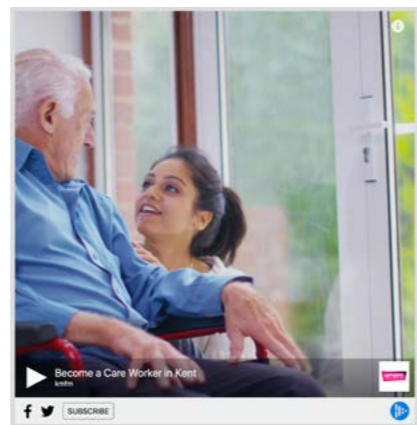
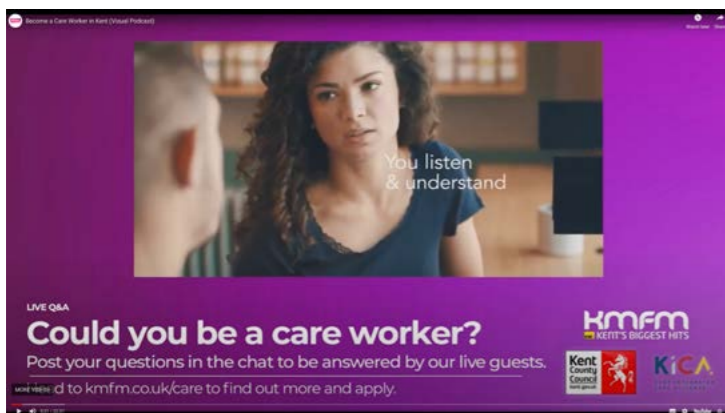


EXECUTION

POST-SHOW COVERAGE:

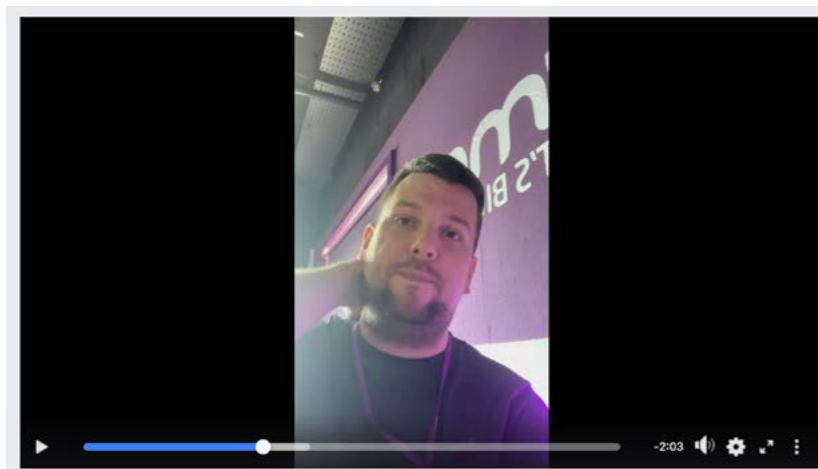
With 'listen again' promotion, the show was available on KMFM's digital platform and developed into a podcast for additional coverage:

<https://www.kmfm.co.uk/promos/become-a-care-worker/>



CONTINUED SUPPORT ACROSS THE STATION:

<https://www.facebook.com/kmflofficial/videos/213413409951952>



BEST AUDIO



"I JUST WANTED TO GIVE SOMETHING BACK TO THE COMMUNITY. I AM MALE. 56 YEARS OLD. BEEN LISTENING TO KMFM."

Applicant responding 5 minutes after the show aired.



EFFECTIVENESS

MOST IMPORTANTLY THIS HAS INSPIRED A GREATER AND MORE DIVERSE NUMBER OF PEOPLE TO APPLY TO KCC FOR CARE ROLES.

The launch ad inspired 40+ responses within a few days, with the first hire in less than 48 hours of first airing.

As the focal point of a multi-media campaign, the wider radio campaign was instrumental in driving volume traffic.

284 applications to date.

35 job offers so far with many others at interview stage.

GAINING TRACTION WITH/BENEFITING OTHER ORGANISATIONS:

Health Education England picked it up to share, specifically with Rest Less who then offered additional free publicity to KCC.

Medway Council asked to be part of the campaign and appropriate applications were shared.

Referrals to KCC's Enablement Team, with a 1:2 application to offer ratio.

284 APPLICATIONS TO DATE

**DESTINATION SITE VISITS
UP 82% VS DAY BEFORE THE
SHOW.**

