

JOB ADVERTS

C.E.R.T-IFY YOUR TEAM

Job Adverts That Actually Work

Your job advert is the first interview. Stop wasting it on the same generic copy as everyone else.

C.E.R.T-IFY YOUR TEAM

CREATE

Foundations

EXPAND

and achieve

RETAIN

Talent

TRAIN

and empower

Why Generic Adverts Fail

"Caring, compassionate individuals needed. Must be flexible. Competitive pay." Sound familiar? Generic adverts attract generic applicants. A well-written advert does more than list duties. It speaks to the right people, and makes them feel understood, valued, and excited to apply.

1

SPEAK THEIR LANGUAGE

Write with warmth and purpose. Show why they belong in your team. Prove you actually care. Drop the corporate filler.

2

SHOW CULTURAL ALIGNMENT

Reflect your real values. If teamwork, flexibility, or person-centred care matter, weave them in authentically. Don't just list them.

3

ATTRACT A DIVERSE WORKFORCE

Different people respond to different messages. A well-crafted advert appeals to a mix of backgrounds, strengthening your team's dynamic.

Build the Team, Not Just Fill a Gap

Pay matters. But it's not the only thing, or even the main thing, that gets a great carer to apply. Sell what they actually want.

4

SET EXPECTATIONS CLEARLY

The wrong hire costs time and money. Specific, engaging adverts attract people who genuinely fit the role and stay long enough to matter.

5

SELL MORE THAN SALARY

Many carers value being supported, respected, and not burnt out more than 50p more an hour. Lead with that.

6

SHOWCASE YOUR POSITIVE CULTURE

Flexible shifts. Fair rotas. Proper training. Recognition for hard work. These attract better applicants AND help retain them long after.

7

FOCUS ON RETENTION, NOT GAP-FILLING

If people enjoy working for you, they stay AND recommend you to others. That saves time, money, and stress. Build a team, don't just patch a rota.

Your adverts are a symptom. Fix the system.

Pick your next step.

RECOMMENDED NEXT STEP

ONLY £197

The FMC Recruitment Health Check

A full diagnostic of your recruitment, retention and onboarding, with a 9-stage scored audit and a personal blueprint to fix what's broken.

GET MY HEALTH CHECK

OR TAKE ONE OF THESE STEPS

RECRUITMENT COST CALCULATOR

See exactly what poor recruitment is costing you.

LEARN MORE

BOOK A DISCOVERY CALL

30 minutes. No pitch. Just a proper conversation.

LEARN MORE

EXPLORE FMC SERVICES

Mentoring, automations, ATS and managed service options.

LEARN MORE