

Proud to Care

Barnsley

Partner toolkit



Barnsley – the place
of possibilities.

Introducing Proud to Care

Our #ProudToCareBarnsley campaign has been designed to help you promote opportunities to work in our borough's care sector.

We want to help tell the story of working in care in Barnsley, presenting it as a rewarding career with lots of opportunities to develop and progress. [Our Proud to Care webpage](#) shows why Barnsley is a great place to start a career in care.

We have pulled together a wide range of resources to help you promote working in the sector.



Barnsley – the place
of possibilities.

#ProudToCareBarnsley

Social media messages

Your social media channels are a great way to promote working in care and your roles. Feel free to post the messages included on the next page through your channels.

To help promote #ProudToCareBarnsley on your channels, we've developed a range of social media assets. Feel free to use any of them with our social media messages.



[Download our social media assets and cover photos](#)

Social media messages

Working in care is a rewarding career you can be proud of - every day, you get to see the impact you're having to make someone's life better.

Barnsley is a fantastic place to start and grow a career in care. Visit [#ProudToCareBarnsley](#) to learn more about working in care: barnsley.gov.uk/proudtocare.

Are you naturally caring and love helping others?

We're looking for people just like you to join us. Barnsley is a fantastic place to start and grow a career in care, opening doors for you to continue learning.

Visit [#ProudToCareBarnsley](#) to learn more about working in care: barnsley.gov.uk/proudtocare.

If you want a rewarding career you can be proud of, working in care could be for you!

Our staff make a real difference in our communities, helping people live happy, healthy lives and continue doing the things they love.

Visit [#ProudToCareBarnsley](#) to learn more about working in care: barnsley.gov.uk/proudtocare.

We're looking for passionate people who love helping others to come work in care.

For many of our roles, you don't need any previous experience. If you have the right caring qualities, we can teach you the rest!

Visit [#ProudToCareBarnsley](#) to learn more about working in care: barnsley.gov.uk/proudtocare.

Recruitment videos

Over the summer, we worked with providers across Barnsley to develop a series of recruitment videos, telling the story of working in care in Barnsley.

Our Proud to Care stories showcase the range of roles available in our borough and why our care professionals are proud to care.



Watch and share our
Proud to Care stories



Website message

If you want to promote working in care on your website or in your newsletters, we have pulled together a short message to help people find out more about Proud to Care.

We're looking for passionate people who love helping others to work in care, helping people live happy, healthy lives. Our brilliant care professionals truly change the lives of the people they care for, helping them to continue doing the things they love.

Barnsley is a fantastic place to start and grow a career in care, with lots of opportunities to learn, develop and grow. For many of our care roles, you don't need any previous experience working in care - if you have the right caring qualities, we can teach you the rest.

Proud to Care Barnsley is filled with helpful information about working in care, training and the types of roles available in our borough. Whether you're new to working in care or have years of experience, **visit [barnsley.gov.uk/proudtocare](https://www.barnsley.gov.uk/proudtocare)** to start a rewarding career in care.

Printed materials

Are you attending or running a recruitment event? Why not take some of our #ProudToCareBarnsley resources with you!

We have developed posters, leaflets and banners which you can print for sharing with people who might be interested in working in care.



[Download our Proud to Care resources](#)



Be a part of Proud to Care

To help us tell the story of working in care in Barnsley, we're always interested in hearing from providers.

Please tell our Communications and Marketing team why you're proud to care or share photos of your teams with us and we can include them as part of our winter campaign.



Email our Communications and Marketing team

