



**Self Directed
Support Scotland**
the organisation of choice

PERSONAL ASSISTANT RECRUITMENT TOOLKIT



**A guide for
organisations that
support PA Employers**

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INTRODUCTION

Welcome to the Personal Assistant Recruitment toolkit.

This toolkit has been put together to help people who want to recruit Personal Assistants and the organisations that support them, including Local Authorities.

It includes practical resources, tips and inspiration for different recruitment methods that have been tried in different parts of Scotland.

Recruiting Personal Assistants can be challenging, and we know that what works well in one part of Scotland, may not work well in another. Sometimes it takes trying lots of things at once to be successful.

We hope that by bringing together lots of ideas and resources to support recruitment, people who want to employ Personal Assistants will have the best chance possible of finding the right people, and employing them for longer.

 **We'd love your feedback on this toolkit – what was helpful?**

 **What is missing?**

Let us know at info@sdsscotland.org.uk

This toolkit has been designed primarily for organisations that support PA Employers, to help them think about how they can create favourable conditions to enable successful recruitment. If you are looking to recruit Personal Assistants, you may find the information in this toolkit useful, but it may also feel like lots of information to absorb – especially if you are just starting out in recruiting PAs. It's important to know that there are lots of organisations across Scotland that can support you with PA recruitment. You may find it helpful to speak to them first for advice and practical support.

You can find your local organisation on the SDS Scotland website: www.sdsscotland.org.uk/get-help-with-sds/find-local-information-and-support/

This toolkit was developed as part of the work of the Personal Assistant Programme Board, which brings together people who employ Personal Assistants, PAs themselves, the Scottish Government and other stakeholders to improve the recognition of – and support for – Personal Assistants and their employers in Scotland.

Find out more: www.sdsscotland.org.uk/projects/personal-assistant-programme-board/

This toolkit has also been designed to help Local Authorities implement SDS Standard 13: *There is locally coordinated support available for recruitment of and support for Personal Assistants.*

WHO IS INVOLVED IN RECRUITING PERSONAL ASSISTANTS?

There are lots of people who have a role to play in supporting PA recruitment.



Personal Assistant Employers

Recruiting Personal Assistants is ultimately the Employer's responsibility.

But there is lots of help for Employers, and lots of things other organisations can do to support them – either by providing practical support or helping to creating the favourable conditions that enable more successful recruitment.

A range of third sector organisations who support PA Employers

These might be known as Independent Support Organisations, Disabled People's Organisations or Centres for Inclusive Living. These organisations provide a range of support including helping Employers write job descriptions and adverts, posting adverts on online recruitment sites and social media, keeping details of local PAs on file, supporting shortlisting and interviews, helping with safe recruitment (PVG and references). Many also provide peer support opportunities between Employers, and work to promote the role of Personal Assistant locally.

You can find a local Employer support organisation here:

www.sdsscotland.org.uk/get-help-with-sds/find-local-information-and-support



Insurance providers

Some PA Employer insurance providers can advise on safe and legal recruitment, and provide resources like template contracts for PAs.

Social work professionals

In some parts of Scotland, Local Authority Social Work and/ or Self-directed Support Teams support recruitment directly. Elsewhere they have a role in helping Employers understand where they can get support with recruitment.

Personal Assistants

themselves are often very passionate about the work they do and are great ambassadors for the role, helping to recruit others by word of mouth.

Local Authorities both in Adults and Children and Families services have a role to play in creating conditions for supporting PA employers and their recruitment of PAs. This may include strengthening links with and supporting local Disabled People's Organisations, independent support organisations and carers' centres. Local Authorities can also recognise through their strategic commissioning teams, economic development and community planning partnerships that the employment and recruitment into Personal Assistant jobs is an important way of investing in social care, and meeting people's care and support needs. Some Local Authorities also provide online platforms for PAs to advertise their availability, skills and expertise.

National organisations and the national Personal Assistant Programme Board have a role in raising awareness of the role of PA through promotional campaigns.

Scottish Government supports recruitment by working nationally to improve PAs' conditions to make it a more attractive role, and promoting the role of PA in national social care recruitment campaigns.



A WORD ON LANGUAGE

When putting this toolkit together, a question that came up frequently was

“
what is the best job title to use when recruiting, to describe the role of Personal Assistant?”
”

It is important to recognise that the term Personal Assistant is integral to the Independent Living Movement and Disabled People’s Movement from which the principles and values of Self-directed Support arose. It is this term which centres the person being assisted as the person who is in control, and not the subject of ‘care’ or ‘support’ (as associated with terms like ‘carer’ or ‘support worker’ which are commonly used in a social care support setting).

While much work has been done to raise awareness of the term Personal Assistant in relation to social care support, it remains the case that the title is often still misunderstood by members of the public who have no prior experience of this area. This is compounded by the issue that the job title Personal Assistant is, for many people, associated with being an executive assistant or secretary in a corporate environment.

This has clear ramifications for recruitment when trying to attract candidates who may not be aware of the role of Personal Assistant.

When gathering examples to include in this toolkit, we heard many different types of description being used in recruitment to reach potential candidates. As well as Personal Assistant, people also advertised for:

- Personal care assistant
- Carer/ care worker
- Befriender
- Support worker
- Companion

There were also examples of adverts which described the role in different terms, for example:

- Caring opportunity – make a difference in someone’s life
- Fitness and wellbeing supporter

It is also important to recognise that while many examples were shared of different terms being used on the front face of adverts and vacancies, once a PA was recruited, the term ‘Personal Assistant’ was used in contracts and correspondence with the employer.

This toolkit recognises that the decision of what description to use when advertising for Personal Assistants should be made by the employer, and that learning from other employers and local organisations can help someone think about what may be most effective to help them reach suitable candidates.

RECRUITMENT METHODS

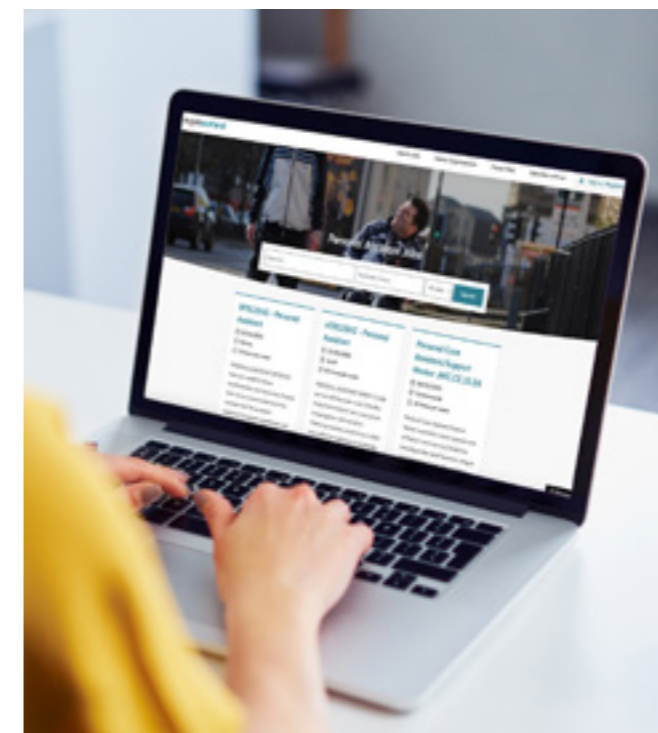
There are lots of ways to advertise for Personal Assistants, and sometimes no one single method will work on its own.

Here are some ideas for different methods, and examples of where these have worked well.

My Job Scotland

My Job Scotland is Scotland’s biggest online recruitment website for the public and third sector. There is a dedicated page for Personal Assistant vacancies which launched in March 2024.

Posting on the page is free, although currently only organisations who support Employers can post on their behalf on the site.

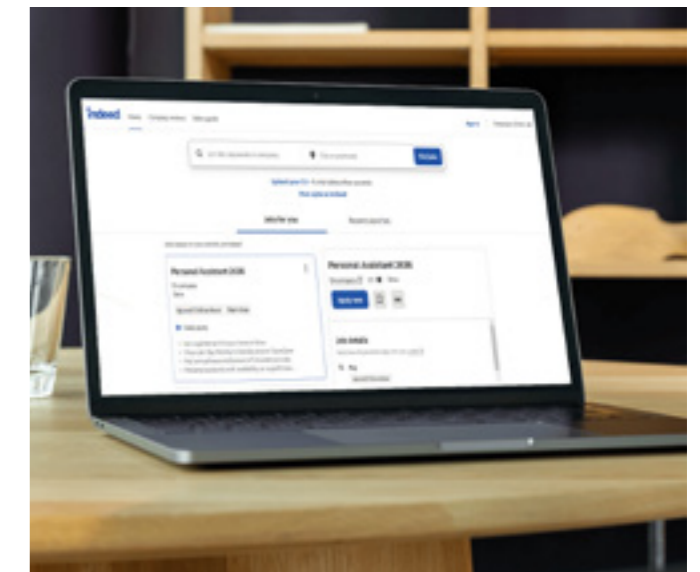


The page hosts vacancies from all across Scotland and is visited by hundreds of people every day.

www.myjobscotland.gov.uk/personal-assistant-jobs

For more information about My Job Scotland, contact Self Directed Support Scotland: info@sdsscotland.org.uk

Other online recruitment sites



There are many other online recruitment sites where PA vacancies can be advertised. One of the most popular is **Indeed**. Indeed also gives employers the option to pay to promote an advert so that it stands out on the website. Indeed can be used by both individual employers and organisations posting on their behalf.

Many local independent support organisations also post PA vacancies on their own websites on behalf of employers. There is no cost to employers for doing this and the adverts are most likely to reach people who are looking for work as a PA and already know that the organisation advertise.

You can find a local Employer support organisation on the SDS Scotland website: www.sdsscotland.org.uk/get-help-with-sds/



LinkedIn

While LinkedIn is a very popular recruitment tool, [research has found](#) that in a social care support setting, it is likely to be most effective at recruiting senior manager roles rather than frontline workers. So it may not be the best place to advertise for Personal Assistants.

However, LinkedIn's great strength is in the networks that its users have. So someone seeking a PA who has a well established LinkedIn network may still have some luck recruiting by sharing the vacancy with their connections.

LinkedIn may be most useful for people who are recruiting a PA for a small number of hours, as posting here may reach someone who could fit part-time PA work around another role.



X, Instagram, TikTok

These platforms are likely to be most effective as tools for raising awareness of the role of PA rather than direct recruitment.

Much like LinkedIn, if someone seeking to employ a PA has a strong network of connections/ followers on X, Instagram or TikTok, then sharing an advert may be a way to reach people who would consider applying.



Facebook

Facebook is probably the most effective social media platform when it comes to recruiting Personal Assistants.

Both individual employers and organisations/ local authorities who support them can post on Facebook. Individual employers may wish to consider the security implications of posting from their own Facebook account – some people may not feel comfortable doing this, others see the benefit in adverts posted from a personal account having the “personal touch”.

As well as posting on an individual's or organisation's own account, an effective way to use Facebook for recruitment is to share posts on local Facebook community groups. Most communities in Scotland have a local Facebook group that you can join and share posts, some even have groups dedicated to local job opportunities. To find local groups, search for the name of your community on Facebook and you will see a list of groups in that area. To help decide which groups are worth joining, you can look at how many members a group has and how often people post on it.

There are also some local groups dedicated to advertising Personal Assistant vacancies, including those run by the Personal Assistant Network Scotland. Try searching for 'Personal Assistant' on Facebook to find relevant groups.

Posting on Facebook is free but you can also pay to advertise, which can help posts reach a larger audience. Paid adverts can be targeted to specific geographical areas which may help when recruiting PAs from that area. You can set an advert to run for a specific length of time, and set a maximum budget to limit how much you will spend on advertising.

This page gives some tips to get started with Facebook advertising: www.facebook.com/business/tools/facebook-ads/get-started



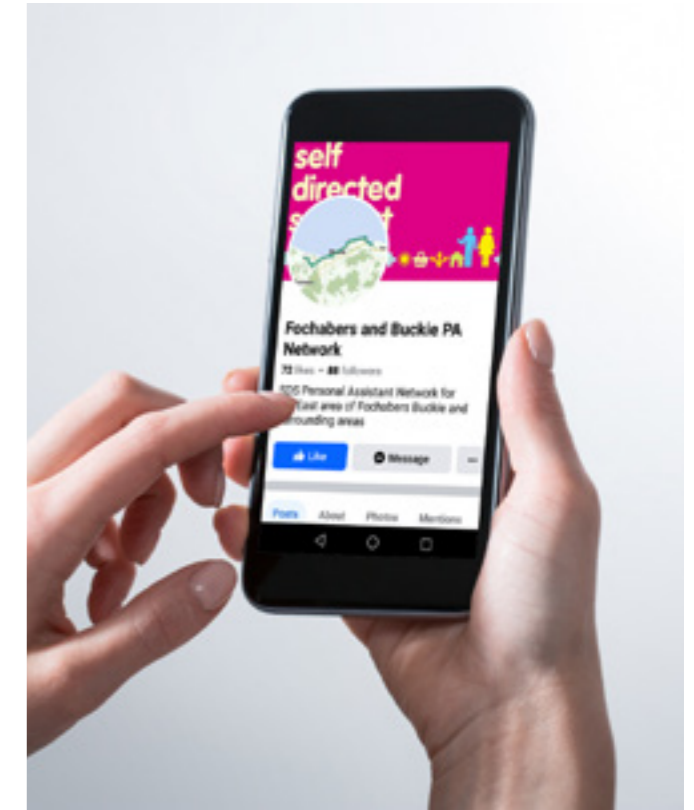
Success story: use of Facebook in Moray

In Moray, the Self Directed Support team at the Health & Social Care Partnership support Employers with recruitment, using a variety of methods to advertise Personal Assistants roles.

The team knew that social media, and Facebook in particular, was an effective way of reaching people who would consider working as a PA, but recognised the concerns that many employers had about posting directly using their own names and Facebook profiles.

To get around this, the team from Moray HSCP set up a series of Facebook pages for different areas in Moray, for example the 'Elgin & Lossiemouth PA Network'. This enabled them to share adverts on behalf of employers, in a very specific geographic area, without sharing the employer's personal information.

The team posts PA adverts on the pages and then shares these posts further on local community Facebook pages, enabling them to reach a wider audience.



As well as setting up the dedicated Facebook pages, the team from Moray HSCP have also made links with local vacancy pages like 'Moray Works', who regularly share PA vacancies in Moray that have been posted on the My Job Scotland website.

The team have reflected that an added advantage of posting on Facebook groups is that the adverts reach people who may not be actively looking for jobs, or those who are not aware of the Personal Assistant role. And as the posts can be – and are – reshared, it further enables them to reach a wider audience.

Job Centres

Job Centres play an important role in supporting those seeking work into suitable jobs, including as Personal Assistants.

They use a central online system, 'Find a job' to list vacancies.

Employers can apply to advertise a job online: www.gov.uk/advertise-job

Some local job centres run recruitment events, often focusing on a particular sector eg. social care support. These can be a good opportunity to reach people looking for work, and some independent support organisations have attended these events on behalf of PA Employers.

Independent support organisations have found the best way of engaging with the Job Centre is to get in touch with their local branch to discuss promoting PA vacancies.



Posters

While many jobseekers find vacancies online, people looking to employ Personal Assistants have found that putting up posters in their local communities can still be an effective approach. This is especially the case for roles like PA, where you're often looking for someone based in your local area, and perhaps someone who isn't looking for full time work but could support someone a few hours a week.

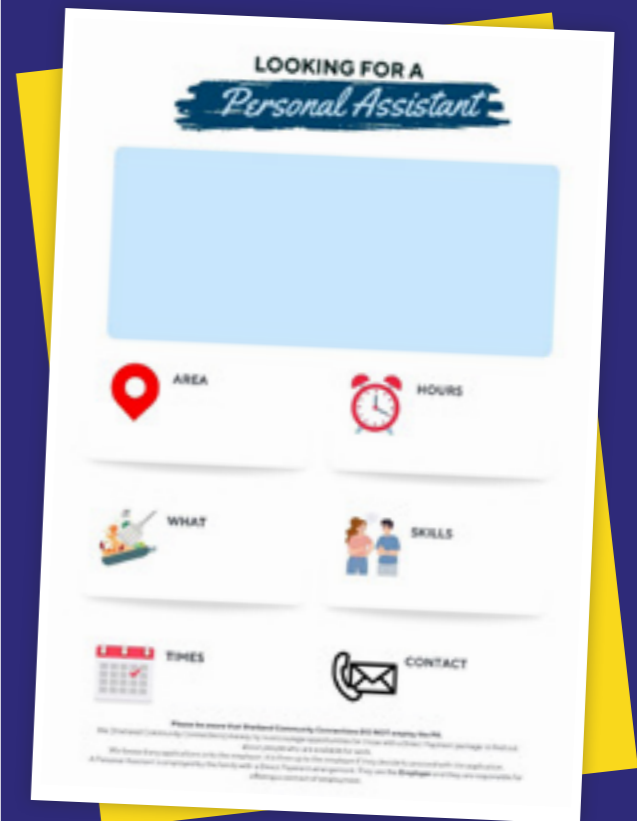
Some local independent support organisations can help employers by providing poster templates, or advice on what to include on a poster. Places you might consider putting up posters include:

- **supermarkets and shops**
- **post offices**
- **places of worship**
- **community centres**
- **GP practices**
- **schools/ after school clubs**



Success story: employer poster template in Shetland

Shetland Community Connections is an organisation which supports people with Self-directed Support in Shetland. Their team have developed a pack for prospective PA employers which includes a poster template that can be completed by the employer.



Word of mouth



It's worth saying that word of mouth can often be one of the most effective ways of reaching people who would consider working as a PA.

Ask your existing PAs, friends, family, other PA employers, other parents at your child's school, anyone you can think of – do they know someone who'd consider working as a PA?

This can be especially useful if you're keen to find someone with shared interests or hobbies. If you're seeking a PA and you're interested in crafting, is there someone in a craft club you attend who would consider supporting you?



Success story: PA recruited through word of mouth

Emma started working as a PA when she was aged 18, when she found out about the opportunity through word of mouth:

“**My mum had bumped into someone she knew at the supermarket, who had asked her if she knew of anyone who might be a good PA for his daughter, who was the same age as me. His daughter, who was autistic and had a learning disability, was looking for a PA to help support her when she was out and about and with things like baking at home, which she really enjoyed.**”

“My mum suggested it to me later that day – I had never heard of the role of a Personal Assistant before, but I considered going for the job as it fit in around my studies and another job I had. I also thought it would be a good fit as I knew her a little bit, but didn't know her so well that it could have been a conflict of interest.

“I then applied for the role via a local Independent Support Organisation, who passed on my application to the girl's family. Ultimately, I ended up getting the job and stayed in the role for four years!

“I really enjoyed supporting someone who was the same age as me, and had shared interests, like crafts, cake and cartoons. It's one of the best jobs I've ever had! ”

Local recruitment / awareness events

Local recruitment events can be an effective strategy in raising awareness of the PA role. While they take a lot of organising, they can be a useful way of reaching people who may not have worked as PAs before.

PERSONAL ASSISTANT IN SOCIAL CARE

If you're a PA employer, or a PA in social care, or interested in becoming one, then come along to our free online or in-person events.

Online events (book by scanning the relevant QR code):
'Becoming a Personal Assistant in social care in Highland'

Tuesday 1 October 2024 10am - 11am
Thursday 3 October 2024 6pm - 7pm

In-person event (drop-in):
'Promoting PA Employment Opportunities Locally'

Thursday 10 October 2024
10.30am - 2.30pm
Pulteney Centre, Huddart St, Wick, KW1 5BA

For more information contact:
Amy Scobbie Tel: 07812 468704 E-mail: amy.scobbie@nhs.scot

NHS Highland, Community contacts, and other partner logos are visible at the bottom.



Success story: community awareness-raising events in Highland

In 2023-2024, NHS Highland (who are responsible for social care support for adults in Highland) worked with local partners on a series of events aimed at raising awareness of the PA role.

At first, two events were organised – one in person in Fort William and the other online – to allow people to find out more about the role of a PA, and what opportunities were available locally.

The in-person event had an informal set-up, with information stands from the likes of the PA Network Scotland and Community Contacts giving people interested in becoming a PA the chance to find out more and ask questions.

An online information event was also organised as a way to reach people who may not want to (or would find it difficult to get to) an in-person event. This was promoted especially to students at the local university who it was felt would be more likely to attend an online event.

An important factor in the success of the events was the effort that went into promoting them to different audiences. This included speaking on local radio (to both promote the events and raise awareness of the role of Personal Assistants), advertising in the local free newsletter and promoting the events across statutory services and third sector networks.

Learning

The events proved successful in providing direct opportunities for PA recruitment, but organisers also felt they were effective in planting the seed for further engagement with communities. Another positive benefit of pulling a range of organisations together to organise the events has been building stronger relationships across those supporting PA Employers. The organisers have since delivered a second series of similar events in Caithness.

Reflecting on the events, Ian Thomson from NHS Highland said:

“ We know events like these can be a really successful way of encouraging people to try the PA role. Our most recent event in Caithness quickly managed to translate people’s interest in the role into their embarking on new PA relationships. Bringing people together, having personalised discussions, and growing confidence in the strength and applicability of PA relationships is at the very heart of this. ”

Personal Assistant banks

As well as reaching out into the community to find potential PAs, some independent support organisations keep details of Personal Assistants on file to assist employers with finding suitable candidates.

However, boundaries around this process need to be carefully handled as independent support organisations will want to avoid being seen to implicitly endorse or recommend a PA by sharing their details with an employer.



Success story: PA banks in the Borders

Encompass is an organisation based in the Scottish Borders that supports people through the process of employing PAs.

Each of Encompass’ Employer Support Advisors covers a specific geographical area, and they keep lists of Personal Assistants working within that area who have said that they are happy to be contacted if an Employer is looking for PA cover, or if there is a new Employer looking for a PA in the area.

Encompass feel that their team’s local knowledge of the PAs and Employers is a real benefit. But they stress they are careful to advise Employers that the PAs are only known to them because they work for other Employers, and that it is very much the Employer’s choice whether they want to contact any of the PAs.

Encompass’ team tend to only advise Employers of a local PA if the PA is well known to the organisation and other Employers have given good feedback about them.

Encompass say they are also very conscious of disrupting an existing Employer’s support by asking their PA to consider working for an additional Employer. It is a fine balance but can be a helpful strategy in helping Employers find potential PAs working locally.

Targeting specific groups

When it comes to recruiting PAs, we know that it can be harder to reach certain groups – for example male PAs, younger PAs or PAs from a minority ethnic background.

If you’re keen to recruit a PA with a certain profile and are struggling to recruit, it may be worthwhile making links with local organisations who work with, or support, the type of person you’re trying to reach – they may be happy to share information with their networks.

Example of such groups are:

- men’s sheds
- dads’ support groups
- mother and toddler groups
- dementia friendly groups
- Muslim support groups
- Deaf groups
- LGBTQ+ groups
- Groups for autistic people

You can search for local community groups and services using the ALISS online search tool: www.aliss.org



RECRUITMENT RESOURCES

This section includes a couple of handy resources to support you when it comes to recruiting PAs.

Personal Assistant Role Description

Writing a Role Description is an important first step when you want to recruit a PA.

It helps you think about what you want your PA to assist you with, the skills and experience you want them to have, and importantly the type of person you want to recruit.

You can use the template on this page to help you build a role description, which you can then use as the basis for your job advert.

You can access an editable version of this Role Description template on the PA Employer Handbook:



Role: Personal Assistant



About [name]

Here you can write a description of the person who will be assisted by the PA.

It's a good idea to include:

- the person's likes and dislikes
- what matters to the person
- any hobbies and interests they have
- the types of things they need assistance with

any relevant information about their support needs/ condition/ impairment.

Example:

I am an older lady living with Dementia. I really want to maintain my independence for as long as I can but I can get confused with my short term memory. I need some help at home so I am safe and can continue to be independent for as long as I can.

I love gardening and still maintain my own garden, which keeps me active. I like the theatre and often go to see productions from the local am dram society. I also like music and TV, particularly murder mysteries like Poirot and Morse.



About [employer]

If the legal employer is going to be different to the person being assisted you can add a bit of information about them here, and their relationship to the person being assisted.

Example:

My son, Bruce will be your legal employer. He lives nearby with his family. They spend as much time with me as they can but they would like to know that I have people around me who will ensure I am safe and happy.



Main contact

This is likely to be the employer's contact details, or those of an organisation who is supporting the employer to recruit.



Role summary

Here you can include a summary of what you would like your Personal Assistant to do.

Think about what you will need assistance with each day, week, month.

Here's a checklist to help make sure you mention other relevant things:

- Does the role involve personal care or not?
- Does the PA need to be able to drive?
- Does the PA need their own car or will they be expected to drive someone else's car?
- Will the PA be working alone or as part of a team of PAs?

Example might be things like:

- Going out for short walks
- Spending time chatting with me, doing puzzles or colouring together
- Assist me safely with washing and showering, promoting my independence at all times while reducing my risk of falling
- Assisting with preparing meals
- Reminding me to take my medication at the right time
- Other tasks around the house, if needed, which can be reasonably asked of a Personal Assistant.



Personal attributes

Here you can include the personal qualities you are looking for in a Personal Assistant and how you would like them to behave.

Example might be things like:

I am looking for a Personal Assistant who is:

- Kind with a genuine, caring nature
- Honest, trustworthy and reliable
- Friendly and chatty
- Patient and understanding
- Able to work with me as an equal
- Positive and practical
- Likes being outdoors and likes dogs.



Skills and abilities

Here you can describe what skills you would like your Personal Assistant to have.

Examples might be things like:

- You can work well with my other PAs
- You can learn how best to communicate clearly with me and my family
- You are a good listener and act on what I say
- You can use your initiative
- You can think on your feet
- You understand the importance of my privacy and keeping confidentiality
- You have experience of working with people living with dementia
- You are trained in First Aid
- You have a driving licence and are a confident driver.



Availability

Here you can describe how often, and for how long, you will want the Personal Assistant to work.

Examples:

- Twice per week for 2-3 hours at a time
- 30 minutes in the morning on a Tuesday, Thursday, Saturday and Sunday.



Terms

Here you should include the salary and a summary of any other relevant conditions. The full terms and conditions will be included in the PA's contract.

Examples:

- £15.00 per hour
- 5.6 weeks annual leave calculated on a pro-rata basis.



Other information

Here you can include any other relevant information you want the Personal Assistant to know.

Some examples of things you might want to include are:

- This role description describes the main tasks which will be asked of my Personal Assistant.
- The Personal Assistant will be required to uphold my confidentiality at all times.

Any rules of the house, for example:

- As a Personal Assistant working in my home, I want you to feel welcome.
- Please be free to make tea and coffee anytime, but always offer to make me one too.
- If the phone rings, and I cannot get to it please answer it and take a message.
- Using your common sense is essential, but so is respecting me and my home.
- I share my home with my dogs so it's important to me that you treat them as part of the family.

Top tips and template job advert for a PA – for online recruitment sites



Once you've completed a role description, you can create your job advert.

A job advert is not as detailed as a role description, but gives someone looking for work a good idea about the role and the employer, to help them decide whether to apply.

The advert is an opportunity to make your vacancy stand out, and make it personal so it's attractive to someone who'd be a good fit for the role.

The template below contains some top tips gathered from employers, organisations that support them, and current research into best practice in social care recruitment.



Job title

Think about what job title to use to attract a Personal Assistant. Most employers will use "Personal Assistant" but sometimes a different term is used.

See the "a note on language" section of this toolkit for further guidance on this.



Closing date

There are benefits and drawbacks to choosing an appropriate closing date.

Having a longer advertising period means you don't need to re-post your advert if you don't get any applications by the closing date.

But having a date that's too far in the future may lead applicants to put off applying to a later date, and then forget about it. It may also lead to uncertainty about when they are likely to hear back about their application.

If you choose to set a closing date that's longer than a month, it is a good idea to include an explanation in the job description, for example:

“ This role is being advertised without an immediate closing date but I am keen to hear as soon as possible from people who'd like to apply, so please don't delay – apply now. This advert may be removed before the closing date if I fill the vacancies sooner. ”



Area

Describing where the role will be based is really important as people will be trying to judge if it's feasible for them to travel.

Depending on the area the role will be based, you could use a general description, for example:

“ Glasgow Southside ”
or it may be helpful to be more specific for example:
“ A rural area 10 miles south of Forres ”

It may also be worth mentioning if the role is accessible by public transport, for example:

“ I live near a bus stop on the 45 bus route ”

£ Salary/hourly rate

It's really important to include details of salary in a job advert.

Research by HR agency Reed has shown that:

- Job ads that show a salary receive 60% more applications than those without
- 4 out of 5 jobseekers are less likely to apply for a job vacancy that does not display a salary
- Transparency on salary can encourage more diverse applications, particularly from young people, disabled people, LGBTQ+ people and those from minority ethnic backgrounds.

🕒 Hours

The more specific you can be in the advert, the more easily people will be able to tell if it's a suitable role for them.

It's helpful to detail the number of contracted hours per week, and if these will be on set days or spread throughout the week.

It's also helpful to explain if you want a PA to work specific shifts, or a number of hours within a time range on each day/ week.

⚠️ Disclaimer

If the role is being advertised on behalf of an Employer by a local organisation, it's a good idea to include something that explains this to avoid any confusion.

For example:

“ Please note this organisation is not the employer – they are advertising the role on behalf of a private individual who will be the legal employer. ”

Given that any PA you recruit will need to have the right to work in the UK, you may also choose to state that you will not accept applications where a work visa would be required.

📄 Main information

This is the part of the advert where you can really make it stand out.

Things to think about when writing this part:

- Keep it concise but make sure you include the most important information. You can tell people to read the job description for more detailed information about the role
- Break up the information by using short sentences and bullet points
- The unique thing about a Personal Assistant role is you're working for one person – so try to make it as personal as possible. Talk about what you like to do, your personality
- For roles like a PA, often “soft skills” like empathy, communication and flexibility are more important than having years of experience. Make this clear in your advert by talking about the type of person you want to recruit rather than the skills or experience they need to have.

- Research has also shown that people are interested in roles like PA because they want to know their work is making a difference. So you could talk about the rewarding nature of the role and the impact it will have on the person being assisted.
- It's important to talk about any benefits of the particular role you're advertising, for example:
 - ✓ Describe what kind of induction you'll provide when they start
 - ✓ Describe what kind of training they'll get to be able to do their job
 - ✓ If it's quite a flexible role, make sure you mention this as some candidates may be looking for a role that will fit in with another job they do, or other commitments.

✗ Things to avoid

Remember that not everyone who would be a suitable candidate will be familiar with the world of social care support.

It's a good idea to avoid:

- Overly technical language
- Jargon eg. “PC” for personal care.

There are very strict rules about what you can and cannot say in a job advert, to avoid discriminating against candidates.

So you shouldn't say things like:

“ I'm looking for someone young and energetic ”

“ needs to have 20 years' experience ”

“ must be a native English speaker ”

The only exception is for roles where there is a legitimate reason to limit applications to certain people. A common example of this is to advertise for female candidates only where the person being assisted is female and the role involves intimate personal care.

If this is the case then you should include wording along the lines of “Females only need apply as permitted under Schedule 9, part 1 of the Equality Act 2010.”

⋯ Other information

Here you can provide a link to the full role description.

If you've not already included contact details for someone applicants can get in touch with, make sure to include these here.

You should also tell applicants about anything else you'll need from them, such as:

- proof they have the right to work in the UK
- whether they'll need a reference
- whether they'll need a PVG ([this will be mandatory for most PAs from April 2025](#)).

Example job advert



Job title

Personal Assistant to help me live my best life



Closing date

[One month from advert posting]



Area

North Edinburgh



Salary/hourly rate

£13/hour



Hours

3 x 2-hours shifts to be worked flexibly on Mondays, Wednesdays and Fridays



Main information

(Please note this role is being advertised on my behalf by Lothian Centre for Inclusive Living, but I will be the legal employer.)

I am looking for a caring and empathetic person to join my small team as a personal assistant (PA).

I'm a 26 year old woman with a spinal injury and employ a team of PAs to enable me to live independently.

Experience of care and/or spinal injury is preferred but not essential, as I'll give you a full induction and any training you might need.

For me, it's more important to recruit someone who's the right type of person.

I have four key values that I look for in PAs:

- reliable and trustworthy
- flexible and adaptable
- a good sense of humour
- friendly and easy going.

If you can respect my right to make my own decisions about how I want to be cared for, and are willing to learn new skills, I'd like to hear from you!

Daily tasks will include:

- helping me to get washed and dressed
- shopping
- assisting with household tasks
- supporting me to access the community.

I'm really into sport and love to play boccia every week, I'm also a massive football fan so we'll get on well if you love football too.

I'm looking for support on Mondays, Wednesday and Fridays but there is some flexibility within this schedule, so this role may suit you if you've got other work or family commitments.

Since my injury, having support from my team of PAs has enabled me to keep my independence and dignity and has allowed me to continue doing the things I love. If you think you have the right values to join my team, I'd like to hear from you as soon as possible.



Other information

Females only need apply as permitted under Schedule 9, part 1 of the Equality Act 2010.

If you are successful you will need to provide evidence of your right to work in the UK.

You will also be asked to provide the names of two referees.

You will need to be a member of the Protecting Vulnerable Groups (PVG) scheme. If you are not already a member I can advise you how to apply.

You can download a copy of the full job description below.

If you'd like to find out more, or for help with applying, please contact Lothian Centre for Inclusive Living: PAjobs@lothiancil.org.uk / 0131 475 2350



How to apply

To apply please fill in the online application form here [link to form].

You can access an editable template of the PA job advert on the PA Employer Handbook:



Different formats of job advert

As well as online recruitment sites, you may want to consider creating 'personal profile' type ads, which work particularly well on social media.

What makes these effective is the personal touch – you can put across your personality, and using a photo makes it really stand out. Don't forget to include practical details as well: area, number of hours, hourly rate.

Here are some examples for inspiration:



This is Zoe. She is 32 years old and loves animals! She is bubbly, enthusiastic and enjoys silly jokes. Zoe is looking for a PA to help her get out and about and support her with living independently.

Zoe enjoys going out for runs in the car, visiting cafes, watching cartoons and loves chatting to people. She really wants to go out to concerts and she would love to learn how to cook food for herself.

Zoe needs support 3 days a week, afternoons suit her best. For more information or if you think you could support Zoe please get in touch:

email_address@email.com
01595 745091

Could you be the one?
Vacancy for Social Care Supporter

Various full time and part time shifts available

I'm looking for people to join my team to help me as I move to my own flat. I need help to live a good life; to stay safe and well. You'll have to be motivated and you enjoy keeping active yourself as I need you to help me to stay fit.

You enjoy healthy eating and are eager to help me enjoy a good diet. You'll join me at Barnetowne gyms as well as at hobbies, out swimming, shopping and going to the library.

You'll need to understand me and take the time to grasp and appreciate my condition. I need patient people in my team that can also help me stick to boundaries.

SVQ 2 or 3 in social care desirable but not essential.

You'll be employed by the family directly for £12.00-£15 per hour, depending on experience.

For more information contact: Elaine Macleod-
elaine.macleod999@btinternet.com or 07703328333

SUPPORT CHOICES

PERSONAL ASSISTANTS REQUIRED IN KINROSS 2:1
6 HOURS PER WEEK (FLEXIBLE)

Joey (9) and his family are looking for support whilst Joey is currently not in school. Two caring, patient and empathetic people are required to support Joey to do the things he loves, so mum can have some time to herself.

Joey loves dogs, drawing, KFC, climbing, Transformers and watching cartoons. He has a loving and cuddly aspect to his personality but can be demanding and requires attention at all times for his own safety as he has little awareness of danger. His support will need to be 2:1 to ensure his safety.

Joey has limited communication skills but he has incredible problem solving abilities especially when determined.

If you think you could commit long term to becoming part of Joey's support network please get in touch.

SELF EMPLOYED PA @ 18.32
FOR PLEASE CONTACT SARAH ON OR EMAIL
SARAH@SUPPORTCHOICES.CO.UK

Support Choices is advertising this vacancy on behalf of our client and are not the employer and cannot endorse any applicant and/or employer.

REF: SC5108

AWARENESS RAISING RESOURCES

Awareness raising plays an important role in helping people understand more about the role of Personal Assistant.

Self Directed Support Scotland have developed the **Make an imPAct** awareness campaign which shares the experiences of three PA Employers and their PAs. The campaign emphasises the message that the role of PA and the relationship between PA and Employer is a very rewarding one.



The campaign materials are available for anyone to use and can be used on their own or to support existing awareness raising campaigns by partners across Scotland.

You can download the materials, including template social media posts, [on the shared Google Drive](#).

There are also leaflets and a pop up banner available free of charge to organisations who'd like to use them. Please contact info@sdsscotland.org.uk if you'd like to access these resources.

PA
Become a PA

“ You get that immediate gratification of you know that you're helping. You know you're providing assistance. ”

Alasdair, PA

qrco.de/PersonalAssistant

PA
Become a PA

“ Being a Personal Assistant (PA) is helping somebody to achieve their own goals. ”

Helen, PA

qrco.de/PersonalAssistant

OTHER RESOURCES

Skills for Care has a range of resources for employers, including advice on recruitment, employer responsibilities and a range of templates:

Skills for Care resources for employers

If you prefer to get ideas and inspiration by listening, this podcast discusses recruiting people into social care support roles (including PAs) based on their values:

[Care Matters Podcast – Values Based Recruitment in Adult Social Care](#)



WHAT NEXT?

This toolkit only covers one small aspect of recruitment – attracting candidates.

In order to recruit successfully there are many other things to consider, for example safe recruitment (taking up references and PVG checks), interviewing, induction and ongoing support.

You can find more information on all these topics and many other aspects of PA employment <https://handbook.scot/the-pa-employer-handbook/>.



FEEDBACK

If you have any feedback on this toolkit, we'd like to hear from you – please contact info@sdsscotland.org.uk

Access an online version of this toolkit to be able to visit embedded content.





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