

## The Brief Was Uncompromising. So Was Our Approach. Placed in 11 Weeks.

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When the Case Manager at JSP first got in touch, the brief was unusually specific. The client is a former soldier with complex needs who lives independently in a small village in rural Scotland. He needs day-to-day support with routine, appointments, and getting out of the house. What the Case Manager needed was a male support worker who could drive, keep up with the client physically, hold his own in conversation, and ideally understand something of the military world the client came from.

The client's sister had been carrying much of the support burden and was stretched. The family were protective and cautious about letting someone new into his life, having found it difficult to trust and accept new people in the past. Getting the right person first time was not just a preference, it was essential.

### The Challenge

- Recruiting a male support worker in a rural village with a limited local candidate pool, in a sector where only 27% of the workforce is male
- Low initial hours in a remote location, making the role commercially unattractive to most applicants
- A highly specific candidate profile: physically active, confident, direct, ideally with a forces background or understanding of military culture
- A family that had found it difficult to trust new support, requiring the right person from the outset

### What We Did

We started by speaking with the Case Manager and the existing support network to understand not just the job description, but the person. What kind of character would the client respond to? What had worked before, and what hadn't? The brief called for someone who could challenge him, not just accompany him.

We ran a targeted advertising campaign and processed applications out of hours to stay ahead of the market. The candidate pool was small from the start, as expected for a male-only role in a rural part of Scotland. We screened every applicant against both the technical requirements and the values alignment that would matter most to the family.

After a thorough interview process, we put forward the Support Worker. He was local, a driver, physically active, and direct in his manner. What stood out was not his formal qualifications but something harder to measure: the right approach, the right instincts, and a genuine willingness to learn.

The Case Manager met with the Support Worker and then introduced him to the client. She liked the way he related to the client, and offered him the role.

### The Outcome

The Support Worker was offered the position 11 weeks after we took on the brief. The Case Manager confirmed that she was not progressing with any other candidates and asked us to pause all recruitment activity. The paperwork was completed, and the Support Worker began working with the client shortly after.

“We have offered him the role. I liked the way he related to the client.”

— Case Manager, JSP

What made the Support Worker the right fit was not a list of qualifications. It was the ability to meet the client on his terms, to be direct without being confrontational, and to bring the kind of steady, grounded presence that the family needed to see before they could let their guard down.

## The Numbers

A one-off recruitment fee versus an ongoing agency cost that never stops. The difference compounds every month the right person stays.

	Focused Recruitment	Temporary Agency
<b>Recruitment Cost</b>	£3,126.75 one-off	£2,240.00 / month*
<b>Time to Fill</b>	11 weeks	Ongoing
<b>Agency Backfill</b>	None required	Repeated turnover risk
<b>Family Confidence</b>	Restored	Eroding

*Example agency rate of £35/hour over candidate's contracted 16 hours / week*

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*Interested in direct recruitment for a complex case? Get in touch [Luis@socialcarerecruiting.co.uk](mailto:Luis@socialcarerecruiting.co.uk)*