



# I Care... Ambassadors



## West Yorkshire and Harrogate Excellence Centre *Spotlight on Success*

### I Care...Ambassadors

I Care...Ambassadors promote social care, helping people to decide if a career in care is for them. They explain what it's like to work in the sector through attending recruitment fairs, careers fairs and also delivering a range of activities in schools, colleges and Jobcentres.

These are the words from local I Care Ambassadors explaining why they work in care and the advantages of becoming an I Care...Ambassador.

### Lisa is a Reablement Team Leader for Calderdale Council

Lisa knew from a young age that she wanted to work in care. She registered to become an I Care...Ambassador as she wanted to share her passion for her job. She enjoys coming to career events as she sees a lot of her own characteristics in the children.

Lisa enjoys working with other ambassadors from different parts of the sector. She says that "it's an absolute privilege to work with people of a different job role...they are creative in a different way to me, but we all have one clear vision and that's to get people into adult services in whatever department they want to come in." When asked why she thinks people working in care should consider becoming a career ambassador,

she says that it's all about learning and development. She says that "you learn so much from other people's knowledge" and that working with people from different backgrounds gives her a better understanding of the overarching goals they all want to achieve.

### Bernie is a Business Relationship Manager for Calderdale Council

Bernie was part of the team that promoted the I Care...Ambassadors service in Calderdale. She saw that it tied in well with a programme 'called 'Future Focus Framework' which was designed to help aspiring or newly appointed managers in social care to develop their confidence and skills. The feedback that they received was very positive. The Managers who went into Schools found that speaking with the children really boosted their confidence. Bernie says that they now feel more comfortable talking to people and it's even helping them change the way they think about recruitment into roles in care. Bernie says that "it's making them think about [recruitment] holistically not just the interview process."

These stories demonstrate that becoming an I Care...Ambassador is a great opportunity to develop as an individual and also to promote the benefits of working in social care. It's a great way to inspire people to think about a future career in social care and educate them about the different roles available within the sector.

*"The message we are trying to put across is that social care is very varied...it is more than just looking after people...[it's] knowing that what you're doing is making a massive difference to someones life and it's a very rewarding role."*

**Bernadette (Bernie) Mazurke**  
Business Relationship Manager  
Calderdale Council

*"It's about spreading the goodness of care, speaking about roles in care, looking out for gems that could work in care and inspiring them... If you are a carer and love the job, this opportunity takes it to the next step"*

**John Carrington**  
Czajka Care Group  
Bradford

**If you are interested in joining I Care... Ambassadors in the Yorkshire region follow this link to find your nearest contact:**

<https://my.skillsforcare.org.uk/ICASearch/SearchServices?Region=Y%26H&PartnershipType=>

**If you would like to find out how your organisation can register to offer the I Care...Ambassador service go to**  
<https://www.skillsforcare.org.uk/Documents/Recruitment-and-retention/ICA/Guides/Options-for-joining-I-Care-Ambassadors.pdf>