

The WHY Caregiver Job Ad Example

Your job ads should focus on filtering out those who do not share your Why:

*“At [agency name] we are a close knit team of caregivers who rely on each other to ensure our clients receive the highest quality of care. We only hire committed professional caregivers who love working with the elderly during all hours of the day and night. We do what we do because we want to make a positive impact on the lives of those we care for. We expect this same kind of passion from every team member. Only apply if you can live by our high standards of care and want to be challenged on a daily basis. PLEASE do not apply if your main purpose is to find any job that will get you by in the short term. If this is you, applying here will only be a waste of your time and ours. However, if your main purpose for applying is to find a career that will **help satisfy your desire to serve others**, we would love to hear from you!*”

Recently awarded Best of Home Care – Employer of Choice award, a national award based on the satisfaction of our professional caregivers. [Job description & Experience...]”

