



Student name: Nicola Ferguson

Student ID: 2334635

Module name: Changemakers: Building your Personal Brand for Sustainable

Employment

Component: 2

Module code: BMHP5015

Lecturer name: G1 Caroline Salami (module leader)

G2 Christopher Mafuva

Table of contents

Introduction.....	3
Job Description and Person Specification.....	3,4
Analysis of Employability Skills Required for the Role.....	4,5
Evaluation of My Own Skills and Experience.....	5,6
Building My Personal Brand and Professional Identity.....	7
Action Plan and Timeline.....	8
Conclusion.....	8
References.....	9

Employability Skills Report for a Future Career as a Community Care Worker in the UK

Introduction

The career I would like to pursue in the future is becoming a Community Care Worker in the UK health and social care sector. A Community Care Worker supports vulnerable individuals within the community who may be elderly, disabled, living with mental health conditions, or struggling with daily activities. Their role is to help people remain independent while supporting their physical and emotional well-being.

I am interested in this role because I enjoy helping people and making a positive difference in their lives. I believe I am a caring and patient person, and I would enjoy supporting individuals who need help within the community. Community Care Workers play an important role because many vulnerable people rely on support services to continue living safely and independently in their own homes.

This report will analyse the employability skills needed for the role of a Community Care Worker and compare these skills with my own abilities and experience. The report will also include an action plan showing how I can improve my skills and qualifications in the future. In addition, it will explain how I can build my personal brand, improve my professional identity, and build networks to improve my chances of gaining employment within health and social care.

Job Description and Person Specification

To understand more about the role, I researched a current Community Support Worker vacancy on the NHS Jobs website. The vacancy explained that Community Care Workers support service users within the community by helping with daily activities, emotional support, and promoting independence (NHS Jobs, 2025).

The main responsibilities included supporting service users with daily living activities, following care plans, promoting independence, communicating with healthcare professionals and family members, updating records, safeguarding vulnerable individuals, and treating service users with dignity and respect (NHS Jobs, 2025).

The vacancy also explained the main skills and qualities needed for the role. These included good communication skills, teamwork, empathy, patience, time management, professionalism, problem-solving skills, basic IT skills, and understanding safeguarding and confidentiality (NHS Jobs, 2025).

According to NHS Health Careers (2025), healthcare support workers must be caring, reliable, respectful, and able to work with many different people. Community Care Workers often support vulnerable individuals who may feel isolated, anxious, or unwell, so emotional intelligence and compassion are extremely important (NHS Health Careers, 2025).

After researching the role, I realised that Community Care Workers need both practical skills and personal qualities. They must communicate effectively, work well under pressure, and treat service users respectfully at all times. I believe this role suits my personality because I enjoy helping others and supporting people through difficult situations.

Analysis of Employability Skills Required for the Role

There are many employability skills needed to become a successful Community Care Worker. One of the most important skills is communication. Community Care Workers communicate daily with service users, family members, nurses, doctors, and social workers. Good communication helps workers understand people's needs and provide safe and effective care. According to Skills for Care (2023), communication is essential in social care because it helps workers build trust and avoid misunderstandings.

Another important employability skill is teamwork. Community Care Workers work closely with healthcare professionals to support service users properly. Teamwork is important because healthcare workers need to share information and cooperate to provide the best possible care. NHS England (2022) explains that teamwork improves patient outcomes and supports effective healthcare services.

Empathy and compassion are also essential skills within community care. Many service users may feel vulnerable, lonely, or upset due to illness, disability, or age. Community Care Workers need to show understanding and patience to help individuals feel safe and respected. The Care Quality Commission (2023) explains that compassionate care is an important part of delivering high-quality support.

Time management is another important skill because Community Care Workers often support several individuals during one shift. Workers must organise their time properly, complete tasks safely, and respond to urgent situations. Good organisation can reduce stress and improve the quality of care provided (Skills for Care, 2023).

Problem-solving skills are also needed because unexpected situations can happen in healthcare. For example, a service user may become distressed or unwell suddenly. Workers need to remain calm, think carefully, and report concerns appropriately. This is important because service users depend on workers to respond professionally and safely (NHS Health Careers, 2025).

Basic IT skills are becoming increasingly important within health and social care because many organisations now use electronic systems to update care records and communicate information. Community Care Workers are expected to feel comfortable using computers and online systems (NHS Health Careers, 2025).

Safeguarding and confidentiality are also extremely important. Community Care Workers have a responsibility to protect vulnerable individuals from abuse, neglect, or harm. Workers must follow professional guidelines and keep personal information confidential. Skills for Care (2023) explains that safeguarding is a key responsibility for all social care workers.

Professionalism is another essential employability skill. Employers expect workers to be reliable, respectful, punctual, and responsible. Community Care Workers represent their organisation and must always behave professionally (UNISON, 2023).

Overall, these employability skills are important because they help Community Care Workers provide safe, respectful, and effective support to vulnerable individuals.

Evaluation of My Own Skills and Experience

After researching the role and analysing the employability skills required, I believe I already have several strengths that would help me become a good Community Care Worker in the future.

One of my biggest strengths is communication. I feel confident speaking to different people, and I try to listen carefully and respectfully. I believe I am approachable and understanding, which would help service users feel comfortable around me. Communication is important in

healthcare because workers need to understand people's needs clearly and build trust with them (Skills for Care, 2023).

Another strength I have is empathy and compassion. I genuinely care about helping people and supporting others when they are struggling. I understand that some service users may feel lonely, anxious, or vulnerable, and I think it is important to treat everyone with kindness and respect. I believe this caring attitude would help me work well in community care.

I also think I work well in teams. During my studies, I have completed group work and learned how important teamwork is. I understand that healthcare professionals need to support each other to provide the best care possible (NHS England, 2022).

I am also reliable and willing to learn. Healthcare is always changing, so workers need to continue developing their knowledge and skills. I am open to feedback and willing to improve myself professionally.

However, I also recognise some weaknesses. One weakness is that I currently have limited practical experience working in healthcare settings. Although I have developed knowledge through my studies, I still need more hands-on experience supporting vulnerable individuals. Volunteering or gaining work experience would help me improve my confidence and practical skills.

Another area I need to improve is confidence when handling difficult situations independently. Community Care Workers sometimes work alone and need to respond calmly under pressure. I believe my confidence will improve through training and practical experience.

To assess my skills, I used self-reflection and feedback from tutors and classmates. Reflective practice is important because it helps people recognise strengths and weaknesses and improve professionally (The Open University, 2022).

Now, my health and social care studies are helping me improve my understanding of communication, safeguarding, equality and diversity, and person-centred care (Skills for Care, 2023).

I believe my unique selling point is my caring personality and willingness to learn. I am patient, respectful, and motivated to support vulnerable people. I also have a positive attitude and strong commitment to improving myself, which I believe employers value in healthcare workers.

Building My Personal Brand and Professional Identity

Building a professional identity is important for gaining employment within health and social care. Personal branding means presenting yourself professionally so employers can recognise your skills, experience, and qualities.

One way I can build my personal brand is by creating a professional CV that clearly explains my qualifications, skills, and achievements. A strong CV can create a positive first impression and improve employment opportunities.

I also plan to create a professional LinkedIn profile. LinkedIn allows people to connect with employers and healthcare professionals while learning about jobs and training opportunities (LinkedIn, 2025). Having a professional online presence can improve employability and networking opportunities.

Another important part of professional identity is behaviour and attitude. Healthcare employers expect workers to always behave professionally. This includes being respectful, punctual, reliable, and responsible (UNISON, 2023).

Volunteering is another way I can improve my professional identity. Volunteering in care homes, charities, or community organisations would help me gain practical experience while showing employers that I am committed to helping others.

Networking is also important within health and social care. Building professional relationships with tutors, placement supervisors, and healthcare workers can help me gain advice, confidence, and employment opportunities in the future (LinkedIn, 2025).

I also plan to continue improving my knowledge through training courses and professional development because employers are more likely to employ people who are motivated and willing to learn.

Action Plan and Timeline

Goal	Action Needed	Resources Needed	Timeline
Gain healthcare experience	Apply for volunteering and care assistant roles	Care homes, NHS opportunities	Within 6 months
Improve communication skills	Attend workshops and practise communication skills	College support and online courses	1 year
Improve safeguarding knowledge	Complete safeguarding training	NHS online training	6 months
Improve IT skills	Practise using computer systems and Microsoft Office	Online tutorials and college resources	1 year
Build a professional network	Create a LinkedIn profile and attend career events	Internet access and networking events	3 months
Gain qualifications	Complete health and social care studies	College and future training	2–5 years
Improve confidence	Gain practical experience and ask for feedback	Placements and volunteering	Ongoing

Conclusion

In conclusion, Community Care Workers require many employability skills, including communication, teamwork, empathy, professionalism, safeguarding knowledge, and time management. These skills are important because workers support vulnerable individuals and help improve their quality of life.

After evaluating my own abilities, I believe I already have strengths such as compassion, communication, teamwork, and a positive attitude. However, I also recognise that I need more practical healthcare experience and confidence within professional settings.

By following my action plan, gaining work experience, improving my qualifications, and building my professional identity, I believe I can successfully achieve my goal of becoming a Community Care Worker in the future. This career would allow me to support vulnerable people while making a positive difference within society.

Reference List

Care Quality Commission (2023) *Guidance for health and social care workers*. Available at: <https://www.cqc.org.uk/> (Accessed: 3 May 2026).

LinkedIn (2025) *Professional networking platform*. Available at: <https://www.linkedin.com/> (Accessed: 3 May 2026).

NHS England (2022) *Working in multidisciplinary healthcare teams*. Available at: <https://www.england.nhs.uk/> (Accessed: 3 May 2026).

NHS Health Careers (2025) *Healthcare support worker roles*. Available at: <https://www.healthcareers.nhs.uk/explore-roles/healthcare-support-worker/roles-healthcare-support-worker/healthcare-support-worker> (Accessed: 4 May 2026).

NHS Jobs (2025) *Community Support Worker vacancy*. Available at: <https://findajob.dwp.gov.uk/details/17657421> (Accessed: 4 May 2026).

Skills for Care (2023) *Core skills for adult social care workers*. Available at: <https://www.skillsforcare.org.uk/> (Accessed: 4 May 2026).

The Open University (2022) *Communication skills in health and social care*. Available at: <https://www.open.ac.uk/> (Accessed: 6 May 2026).

UNISON (2023) *Working in social care*. Available at: <https://www.unison.org.uk/> (Accessed: 6 May 2026).