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**MODULE: CHANGEMAKERS: BUILDING YOUR PERSONAL
BRAND FOR SUSTAINABLE EMPLOYMENT**

MODULE CODE: BMHP5015

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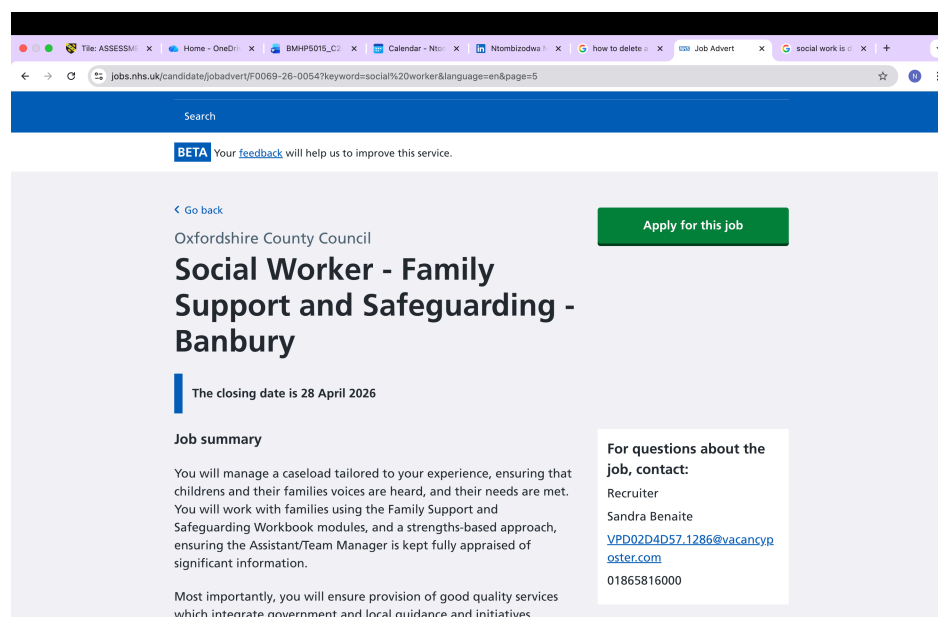
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Introduction

This report looks at the role of a social worker, a role that I am interested in as future profession. This job advertisement is available on NHS Jobs website.

My choice for this role comes from a long-time desire to help and support the young people, to work with my local council providing wellbeing support following Equality Act 2010. I want to make a measurable difference in people's lives. Social work is a dynamic role, ever changing demands adaptation to evolving individual, family and societal needs. This requires an ongoing learning, professional registration.

Screenshot-Figure 1: Social Worker Job advertisement



Overview of the social worker's role

A Social Worker refers to a healthcare professional who helps individuals, families, and communities facing social, emotional, or economic issues. This is a rewarding career that makes a positive impact, empower individuals and advocating for justice. This role also includes the role of service users, protecting vulnerable people, and organising the relevant care and support services (Patil and Ronad, 2025). Social workers constantly work with healthcare professionals, local governments, and local organisations to improve the well-being of individuals. They also work in hospitals, community services, schools, or the departments of the local authorities following standards set out by Social Work England, 2019, to promote rights, strengths, wellbeing of people families, communities. The foundation of social work combines psychology, sociology and ethics to understand people's behaviours and systems to guide effective intervention (Lary and Xenos, 2005).

Employability skills required for the role

According to the social work job description, the requirements needed for this role are communication, as one of the greatest necessities of social workers. Individuals who practice in this profession are exposed to a wide variety of people, including service users, families, healthcare professionals, and community organisations. Effective communication and understanding communication can help social workers understand the needs of other people and provide them with the necessary help (Lee, 2022). This is especially important in issues that are sensitive, like safeguarding, mental health, or family problems. To show that I have these skills, I use SWOT analysis.

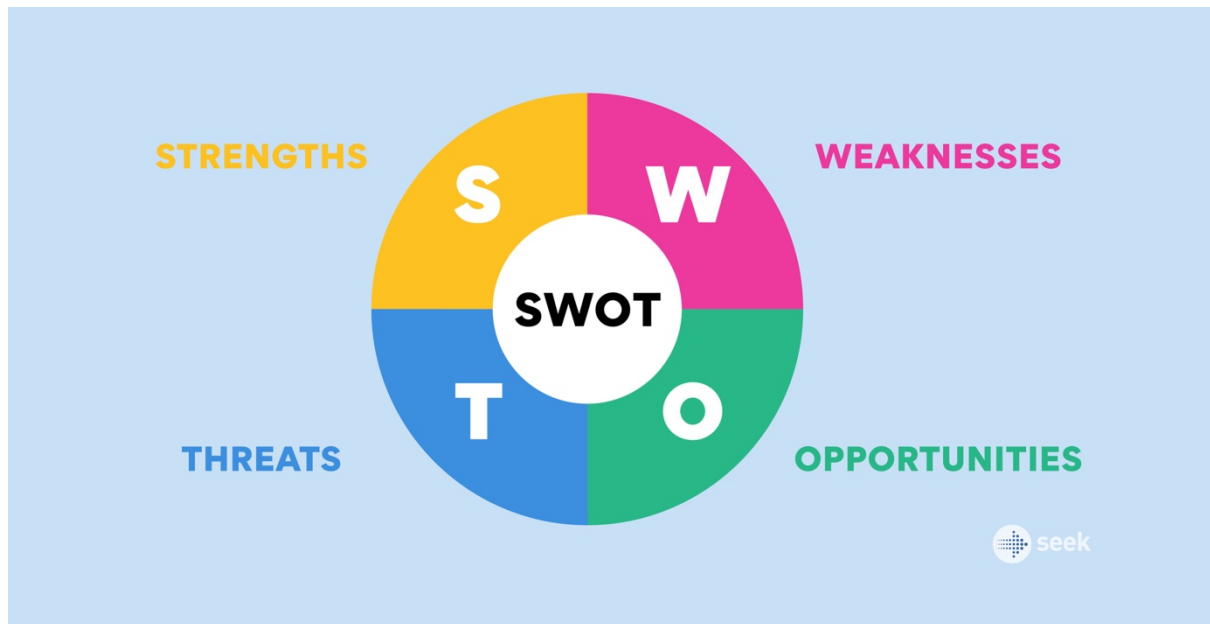


Figure 2: Online

A reflection of my experiences and the analysis of my skills, I used Gibb's cycle for evaluation (Sambell, R. *et al.* (2020)). This helps me reflect on my strengths, for example the interpersonal communication, and empathy when dealing with sensitive information.

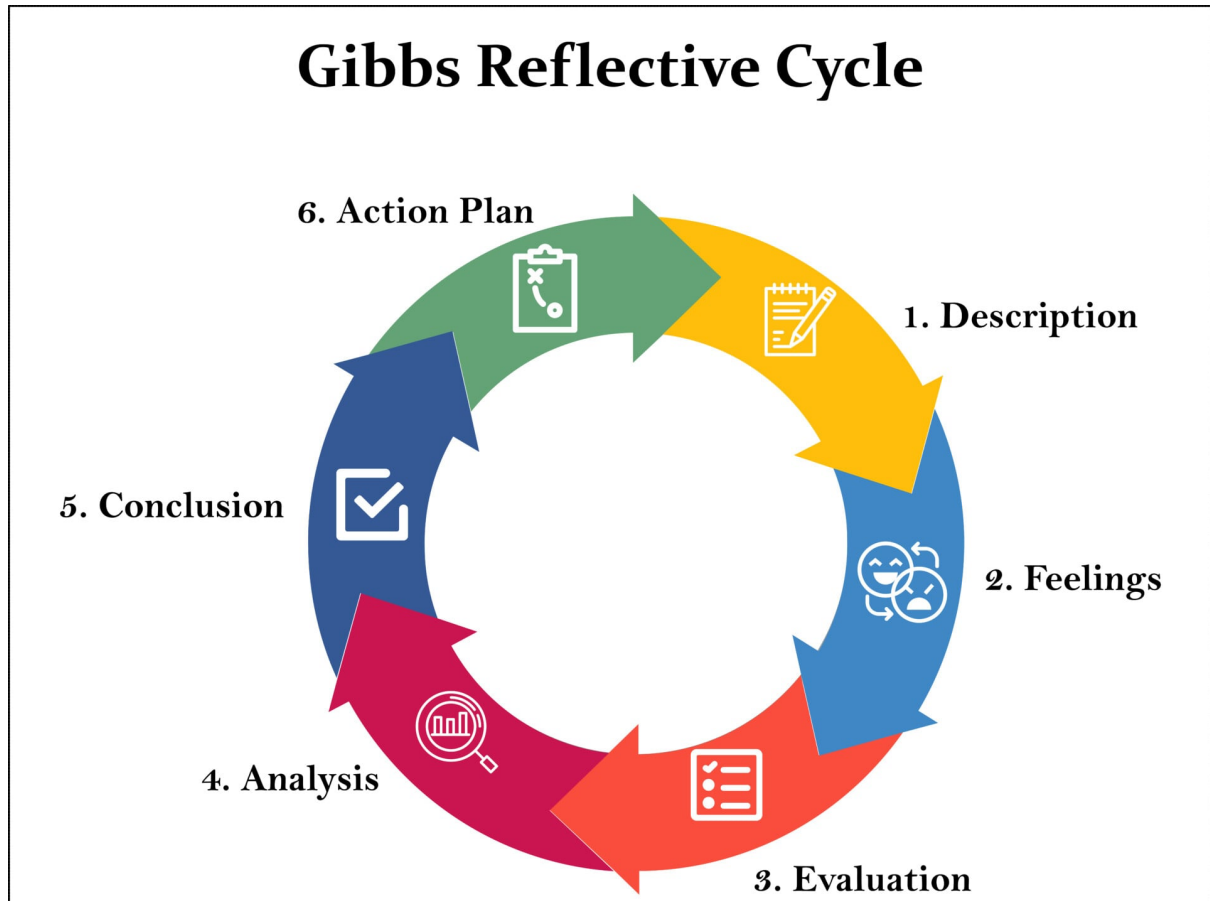


Figure 3: By Saul McLeod 2025

The lecture highlight that interpersonal communication is highly considered in the establishment of trust between professionals and the service users. Effective work with multidisciplinary teams is also based on effective communication, as in a health and social care environment.

Emotional intelligence and self-awareness

Emotional intelligence is a skill that enables a social worker to be aware of and control emotions as well as the emotions of other people. In health and social care, emotional intelligence is deemed an essential quality in professionals who offer person-centred care. It enables the social workers to address the needs of troubled individuals, which may be emotional as well as physical, at the right time. The lecture indicate that emotional intelligence enhances professional practice by facilitating the provision of patient-centred care and professional relationships (Antonopoulou, 2024). Emotional intelligence is associated with self-awareness since, through emotional intelligence, professionals can reflect on their attitudes, behaviours, and decision-making processes. Self-awareness helps in social work practice, where professionals can identify individual biases and uphold ethical practices when working with diverse communities.

Problem-solving and decision-making skills

Social workers are often confronted with tricky circumstances, trying to deal with vulnerable people, families, or communities. That is why making sound decisions are a particularly important employability skill. Professionals have the responsibility of risk-assessment, determining, and organising support interventions to control and help service users. Problem-solving skills help social workers to analyse the various solutions and decide the best suitable action to take concerning every case (While *et al*, 2022). There is also the aspect of professional judgement, ethical consideration, and compliance with protective measures in decision-making.

Networking and collaborative working

Teamwork and professional connections are two employability necessities in the field of social work. Health and social care practitioners do not always work on an individual basis, and instead they work with multidisciplinary teams, which consist of nurses, psychologists, educators, and community organisations. Networking helps professionals to exchange information, resources, and/or organise services to assist individuals in need. The lecture slides materials emphasise that networking is key to the development of professional relationships, assisting in career growth but also in enhancing service delivery. In the case of social workers, professional networks could be intentional, to enhance the chances of getting a job as well as connecting service users.

Resilience and professional commitment

Social care setting employment may be emotionally challenging as social problems presented by most of the service users are extremely complicated. Some of the demanding situations that professionals might come across are the protection issues, psychological conditions, or family problems. Therefore, other relevant employability skills are resilience and perseverance (Hadi and Gharaibeh, 2023). As a social worker, building resiliency enables social workers control the stress in the work environment, remain professional, and continue to support the vulnerable individuals. Therefore, resilience not only helps in the development of professional well-being but also contributes to a long life in the career in social work.

Evaluation of my current skills against the job

Professional experience and transferable skills

The transferable skills that I possess are relevant to the job of a social worker, and they have been gained through my current professional experience. As a dental nurse, my experiences have provided me with first-hand experience in healthcare settings, in which communication, patient care, and teamwork are fundamental skills. In clinical practice, my work is patient facing role with diverse backgrounds and to help in emergency, hence enhancing my ability to

communicate effectively and to empathise when dealing with people who might be anxious or susceptible (Mukhidinovich, 2024).

The attention to detail and effective organisation is also required in healthcare practice. Patient record management, infection control measures and related support of dental care professionals throughout the course of treatment, require precision and accountability. Such competences can be applied to social work practice as, in this case, professionals should record the information about cases, follow the set measures of safety, and make sure that the service users are supported accordingly. Moreover, membership of multidisciplinary healthcare teams has also developed my collaboration skills. The social workers constantly work with professionals representing diverse professions such as healthcare professionals, local government, and community organisations.

Personal strengths relevant to social work

There are a few personal qualities that I have developed during my education and working experience that are relevant to a social work career. Communication is the top of such. As it has been emphasised in the lecture materials, professionals in the field of health and social care cannot effectively work without effective communication skills, as it helps to promote understanding, trust, and collaboration between professionals and service users. This competency has been enhanced by my previous work experience, which required effective communication with patients and other colleagues (Reamer, 2023). Empathy and compassion are another strength that are salient. Social workers often assist people who must face social challenges, mental health issues, or family-related problems. To give appropriate support, social workers must understand the experiences and feelings of others. My experiences with patients at the healthcare facilities have provided me with understanding and respect towards individuals who might be stressed or vulnerable of harm.

Social care professionals should also possess self-awareness. Materials on the lectures underline the fact that through self-awareness, individuals can examine their behaviours, attitudes, and professional responsibility. My academic knowledge in health and social care has helped me develop greater awareness of such professional values as equality, respect, and ethical practice.

Areas for professional development

Although I have some of the relevant transferable skills, there are still some areas that require more development to take up the career in the field of social work. Acquiring practical experience in the social care setting is one of the crucial aspects. However, my professional preparation has been transformed by my experience in healthcare, the direct experience of working with vulnerable populations in community or social services would also lead to improvement in professional preparation.

The knowledge of social work policy and protection framework is another field that needs to be developed. Working with individuals and families, social workers must have a good understanding of legislation, ethical standards, and professional guidelines so that they can make appropriate choices (Frost and Meyer, 2023). Development of this knowledge will hence the necessary career development plan. Lastly, registration is one of the mandatory requirements of practising social workers in the United Kingdom. Additional professional training and satisfying regulatory requirements will be part of the processes that should be completed to fulfil this career goal. Education, training, and practical experience in these areas of development will help in my future development as a qualified social worker.

Building personal brand and professional identity

Creating a professional identity is one of the key aspects of career development in the health and social care sector. **Personal branding:** This refers to the demonstration of professional skills, values, and experiences through the presentation of individual competence and commitment towards professionalism. These qualities can be successfully presented to the prospective employer through a carefully drawn curriculum vitae, an online professional profile, and an indication of lifelong learning (Medina Garrido, 2025). The relevance of creating a professional online presence to expand career opportunities and to share knowledge in professional networks is emphasised by lecture materials. The development of a professional portrait, where relevant experience, skills and career objectives can be seen, therefore, help me to get into the social work profession.

Networking for employment

The screenshot displays a LinkedIn profile for Ntombizodwa Ndlovu. The profile header features a city skyline background and a circular profile picture. The main section of the profile lists her roles: GDC Registered Dental Nurse, MMP Military Medical Personnel, and MoD Dental Centres. It also mentions her affiliation with Prifysgol Cymru Y Drindod Dewi Sant / University of Wales. The right sidebar contains an advertisement for LinkedIn and a list of people she may know, including Alina Ples and Jossetta Pinto. The bottom section has prompts for 'Which industry do you work in?' and 'Write a summary to highlight your personality or work'.

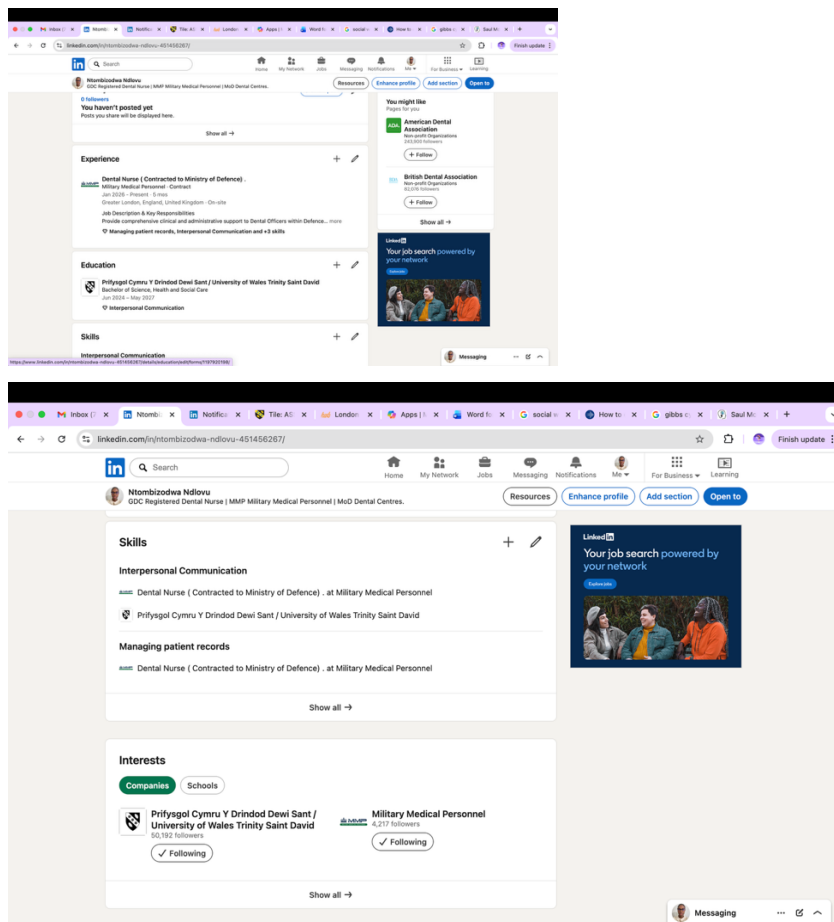


Figure 4, 5 & 6: LinkedIn Screenshots

Networking is a part of career development in the health and social care sector. A professional network helps individuals to share knowledge, gain access to jobs and coordinate with professionals in different fields. Collaboration between professionals in the social work practice ensures that professionals provide effective assistance to individuals and communities. Networking is something encouraged in lecture materials, and the creation of relationships which lead to employment and professional growth (Carpenter *et al.*, 2023). As an example, people can get an idea of what is expected in the industry by networking and connecting with professionals via professional organisations, conferences, or the internet, among others. Mentoring and professional guidance are also possibilities that networking can present. Development of professional networks will, therefore, help me advance my career as a prospective social worker. Such interactions will enable me to expand my experience based on social care activities by interacting with people working in the profession and understanding the employment opportunities in the field.

Action plan and timeline

Time	Action	Purpose
Short Term (1–2 years)	Complete a BSc Health and Social Care degree.	Develop theoretical knowledge and understanding of social care practice.
Short Term (1–2 years)	Volunteer or gain experience in social care organisations.	Develop practical experience working with vulnerable individuals.
Medium Term (3–4 years)	Undertake professional training related to safeguarding and social care practice.	Strengthen professional competence and understanding of social work responsibilities.
Medium Term (3–4 years)	Develop professional networks and seek mentoring opportunities.	Gain professional guidance and increase career opportunities.
Long Term (5 years)	Complete the required qualifications and pursue social work registration.	Achieve professional status and practise as a qualified social worker.

Table 1: Action plan and timeline

(Source: Created by Ntombizodwa Ndlovu)

8. Conclusion

This report has focused on the employability skills that are needed in the position of a social worker and evaluated my existing skills against these requirements. The analysis has highlighted the importance of communication, emotional intelligence, teamwork, and professional judgment aspects of social work practice. I have developed many transferable skills through my professional practice in health care environments, which are relevant to this profession. However, additional progress in practical social care experience and professional training will be necessary to achieve this career smart goals. Through implementing the action plan offered and continuity in professional growth, advancement in the qualification and competence as a social worker will become possible.

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