



# Count On Us Recruitment

## THE INNOVATION JOURNEY

Fiona established 'Count on Us Recruitment' to offer a unique service to family carers in Ireland looking for part time work by recruiting them to a position



that is suited to their commitments. Fiona holds a degree in Business Studies in Marketing and has professional level work experience. However, as a carer she must have flexibility in working hours and as a carer is limited by regulation to engaging in employment outside of the home for no more than 18.5 hours a week.

This reality motivated her to establish 'Count on Us Recruitment', which is dedicated to helping family carers in discovering regular work opportunities that can easily accommodate caregiving tasks.



Through her initiative, Fiona has become a source of empowerment for many Irish Family Carers, enabling them to strike a balance between their crucial caregiving roles and flexible employment, thus enhancing their overall well-being and financial stability. Count On Us Recruitment also strives to

spotlight family carers as a valuable resource to the Irish work force.

## THE INNOVATION IMPACT

Count on us Recruitment offers a unique service to family carers in Ireland and also offers support to employers in filling their vacancies as they are provided with and given access to a database of professional family carers with various skills and qualities. Fiona was named All-Star Social Entrepreneur of The Year 2022 by the All-Ireland Business Foundation.

Many employers are unaware of the demand for contracts of this size, resulting in very few 18.5 hour per week job opportunities on the market for Family Carers to avail of. The lack of connection between Family Carers and employers has resulted in a large labour market in Ireland not being availed of by employers at a time of labour shortage.

Count on Us Recruitment work with companies who are progressive, dedicated to diversification and who are innovative. Employers willing to look at the current employment challenge of skill and labour shortage from a different angle. This will support those companies in securing the right talent that they need in their business to keep the wheels of their business turning.

## USEFUL LINKS

<https://countonusrecruitment.ie/>

