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# Case study

Mike Allistone is relatively new to the health and social care sector but has found his career move to be the most rewarding yet. As Sales and Marketing Manager for Prime Care Community Services, Mike is primarily responsible for promoting the care services of the seven branches covering East and West Sussex, Hampshire and Dorset. Prime Care offers services mainly for elderly people who are physically frail or housebound and supports them to remain as independent as possible.

**Mike Allistone**  
Sales and Marketing Manager,  
Prime Care Community Services

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I care...

## Background

From his mid-20s, Mike had always worked in direct sales. Although he enjoyed his various sales roles, Mike was keen to develop his wider sales and marketing skills. He hadn't considered a career in the social care industry until a friend who worked for Prime Care highly recommended it. At the time, Mike was considering his options and a possible career change, so decided to take up an initial role of care worker for Prime Care to get a taste of working in the industry. Although the change of role and sector was a bit of a culture shock at the beginning, within a couple of months of joining the company, Mike was thoroughly enjoying his newfound role and wished he'd found it sooner.

## Career progression

Mike has worked at Prime Care for three and a half years. Within six months of joining the business, he was appointed Sales and Marketing Manager, with a wide-ranging remit including marketing the elderly care services of Prime Care and generating new business through advertising and direct marketing activity.





## A role in social care

At the age of 53, Mike's current role of Sales and Marketing Manager for Prime Care is diverse and constantly evolving. Over the last twelve months the focus of Mike's role has changed and he has become more responsible for managing recruitment across the company, as it continues to grow and expand. His role has gone from strength to strength. He works closely with the Managing Director and branch managers, as well as autonomously, mostly working on his own initiative, which he finds liberating.

Mike feels that his role can be challenging, yet highly rewarding. He finds the variety of the role stimulating and that it helps him to develop his skills even further. On a day-to-day basis, he works with both internal and external stakeholders to the business.

One of Mike's key responsibilities is promoting the social care sector and Prime Care through Jobcentre Plus and by attending recruitment fairs. As an ambassador for the industry, he promotes the various roles available and aims to offer a positive overview of working in social care. Mike also works closely with local colleges and has presented to social care students on both short and long-term courses.

Mike is now the main point of contact for recruitment across the Prime Care business supporting the branches on recruitment.

“The most satisfying part of my role is knowing that there are so many opportunities at Prime Care and I can help people to get onto the social care ladder, including the unemployed, college leavers and graduates and those looking for a career change. I'm physically out there changing people's lives and I think that's really important.”



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## Ongoing support

Mike continues to learn and develop on-the-job. He has been fully supported during his time at Prime Care by the company directors and the seven branch managers who he meets on a monthly basis.

“Since working at Prime Care, my strengths have developed beyond recognition. I’m now happy to present to a room full of people on a regular basis. I can organise my varied workload better than ever and feel that I have the constant support from a great team, and that’s invaluable.”

Mike highly recommends a career in social care.

“My role has opened many doors and avenues for me personally. I take tremendous pride in the fact that I work for a very good care company and can talk openly and honestly to others about my own, very positive experience. My career has definitely taken a turn for the better.

Mike feels established in his role at Prime Care and that there is still a lot to learn. He wants to push Apprenticeships more and continue to make a difference to the unemployed.

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