Advertising Our Posts Toolkit

A practical service guide to recruit Nursing Professionals

NHS
East London
NHS Foundation Trust

This toolkit provides nurses with practical guidance on how to use communications and marketing strategies to attract skilled nursing professionals. The focus is on:

- Increasing the appeal of job vacancies.

- Leveraging effective content and channels for recruitment.

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Contents

- Understand your audience.

- Assigning of roles and responsibilities.

- Creating effective content.

- Choosing the right channels.

- Implementation.

- Monitoring and evaluation of performance.

- Support & assistance

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Questions to Address:

- Who will lead the advertising process?

- Are they equipped with resources (time, budget, and access to tools)?

Practical Tip: Establish a small committee including a nurse, hiring manager, People & Culture, and communications. Assign tasks such as:

- Writing job descriptions.

- Coordinating campaigns.

- Handling inquiries from candidates.

Understand your audience

Why: A clear understanding of your target audience ensures that your job advertisements resonate with potential candidates.
How:

- Identify their **motivations and influences**:
  Example: Highlight flexible working hours, opportunities for professional growth, and support for mental well-being.

- Learn where they seek information:
  Example: Active nurses often browse nursing-focused Facebook groups, LinkedIn, or attend career fairs.

- Understand their preferred format:
  Example: Use short, relatable videos showcasing a day in the life of a team member or testimonials from satisfied staff.

Practical Tip: Conduct a survey or one-on-one discussions with your current staff to gain insights. Ask them:

- What attracted them to their role?

- Which platforms they used during their job search?

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The information gained from your audit will help to inform the kind of content that needs to created to engage with target audiences:

- Job advert
- Promo/information videos
- Q&A case studies
- Career progression materials

- Work-life balance materials
- Staff satisfaction scores
- Service information materials
- Local area information
- Team activities

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- Suggested video topics:
  - a day in the life
  - staff member Q&A
  - tour of service
  - career progression
- Equipment:
  - smart phone/SLR camera
  - lapel mic
  - Phone/camera stand
- Planning: draft and approve storyboard/script
  - Outline how you want to tell your story
- Support: Communications team

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- **Participant**
  - o Choose a participant in line to the job being advertised

- **Style**
  - o Punchy & concise

- **Potential questions**
  - o What made you join service/ELFT?
  - o What do you enjoy about your role?
  - o What are the benefits about your role?
  - o Do you have any advise for those wanting to join ELFT?

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The diverse career paths in Community Nursing
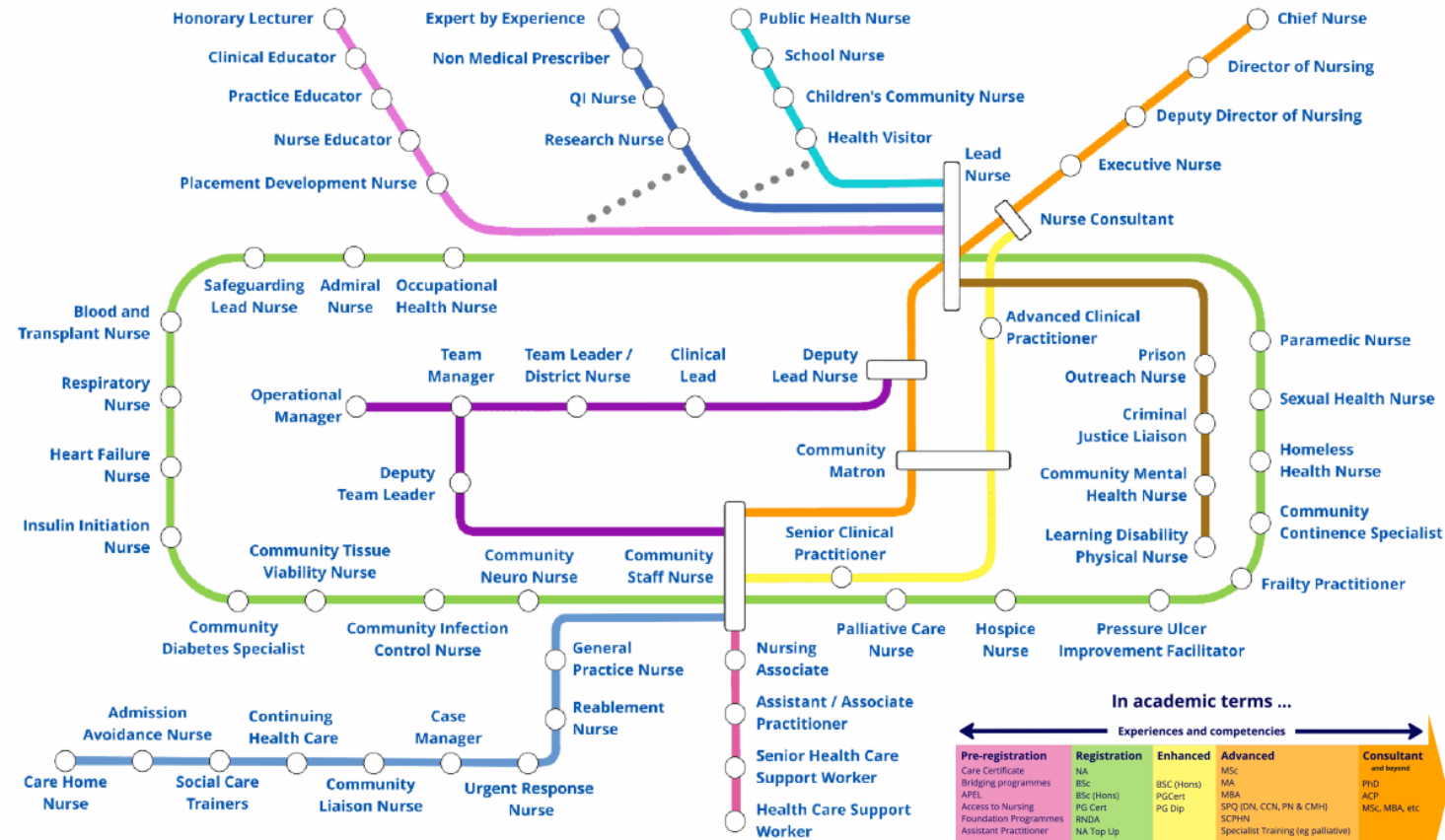
What makes an effective job description?

- Clarity
  - The role
  - The service
  - The duties of the role

- Informative
  - Complete job description and person specification
  - Add supporting information (e.g. service leaflet, information video, career progression chart)

- Presentation
  - Spelling/grammar
  - Complete sentences
  - Space used correction

- Contact information

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JOB DESCRIPTION

JOB TITLE:	Staff Nurse
BAND:	5
DEPARTMENT:	Tower Hamlets Centre for Mental Health
DIRECTORATE:	Tower Hamlets
REPORTING TO:	Modern Matron
ACCOUNTABLE TO:	Lead Nurse or Head of Nursing

JOB SUMMARY

- To co-ordinate and provide care and treatment to an identified group of patients without direct supervision.
- To manage and organise work as required.
- Take responsibility for the development and delivery of evidence based practice, ensuring that it supports and reflects service user individual needs, Trust objectives and professional guidance.
- Contribute to the development of high quality evidence based in-patient services in a changing health care environment.
- Contribute towards ensuring that the ward functions as an integral part of the Directorate's services.
- Effective communication with all relevant personnel both internal and external to the Trust.
- To practice within professional guidelines and promote professional practice in clinical area.
- To ensure continuous personal development through the utilisation of regular supervision, annual appraisal and training where appropriate.

KEY RELATIONSHIPS

- All members of the multi-disciplinary team
- Ward Manager Team/CTL/Practice Development Manager
- Service Users
- Carers/relatives/visitors
- Community Mental Health Team
- Heads of Department
- Inter-agency relationships (Police, Probationary Service, Courts),
- Head of Nursing/Service Directors
- Social Services
- General Practitioners

MAIN DUTIES AND RESPONSIBILITIES

Patient/Client Care	• Ensuring that a service user centred multi-disciplinary approach to care is present

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- Assess, plan, implement and evaluate care in keeping with evidence based practice.
- To take an active role in direct service user care and role model to junior staff.
- To provide specialist guidance to junior staff relevant to clinical speciality
- Ensuring that a high standard of practice is maintained in relation to the detention of mentally ill clients under the Mental Health Act and Deprivation of Liberty Safeguards. Ensuring that least restrictive practices are promoted within individual care.
- Ensuring that care reflects individual and cultural needs
- Ensure that the service provides holistic care that incorporates excellence in physical health care management
- Ensuring that all practices are within the guidelines set out by the NMC and other professional groups and are in accordance with Trust policies.
- Ensure that the ward environment is pleasant, clean, comfortable and suitable for its use at all times liaising with other departments as necessary.
- Knowledge of safeguarding issues and management processes

Policy and Service Development	• Exercise Professional responsibility for adhering to Trust Policies and Procedures. • Contribute to policy, practice changes and service improvements arising from audits, complaints and serious untoward incidents. • Update and maintain clinical expertise within national, Trustwide and Mental Health initiatives in order to effectively contribute to service development. • Contribute to the development of a culture that actively promotes the involvement of service users and carers. • Participate in projects within the service and the Trust as negotiated with the Ward Manager. • Active participant in developing and implementing Quality Improvement initiatives within your area of work.
Financial and Physical Resources	• Effective use of staffing and participating in effective rota management. • Being responsive to changes in clinical presentations in the use of resources. • Follow Trust Policy and Procedure on handling patient money and valuables

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	• To ensure all costs pressures are reported and evaluated immediately they occur. • Ensure compliance with guidelines on the implementation and maintenance of structures for non-clinical stock items (e.g. stationery).
Human Resources	• Provide day to day practical training for staff. • Allocate, supervise and monitor work given to junior staff. • In conjunction with senior staff support the individual practice development plans. • Provide support to all Team members to ensure the smooth running of the ward. • Assist senior staff in staff training and development and recruitment and selection. • Promote learning environment and assist in ensuring students achieve their placement learning objectives. • The implementation of all Trust policies as appropriate, e.g. Complaints, Grievance, Disciplinary and Serious Untoward Incidents SUI investigations.
Information Resources	• Ensure patient records are up to date and are an accurate reflection of the situation. • Ensuring that the ward is fully compliant with the requirements of the Data Protection Act. • Ensure that policies and documents are accessible within the care environment.
Research and Development	• To assist in ensuring Quality Improvement clinical audit becomes part of everyday practice. • To assist in research as appropriate to clinical area. • To facilitate mechanisms that encourages a culture of research and development appropriate to clinical area and current area of specialism for all ward staff.
Freedom to Act	• Manage own workload ensuring this is in line with relevant policies, procedures and Nursing Accountability Framework. • Actively participate in appraisal and goal setting process and evaluated throughout the year. • Ensure participation in regular clinical and managerial supervision with the line manager.
Physical Effort	• To be fully conversant with Moving and Handling Security Policies in practice. • To escort patients in line with Trust Policy. • Ensure you are full trained and annually updated in

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Alongside Trac and NHS jobs, it is important for service to select the appropriate channels to raise the profile of their. Please see the most common channels below:

- Social media networks (paid & organic) e.g. LinkedIn, Bluesky, Facebook

- Open day events

- Email (Charity Mail)

- Website (ELFT, partner org sites)

- Online communities (Facebook groups, Nursing groups)

- Local/trade press advertising

- Stakeholder engagement (e.g. local authority newsletter)

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Creating a schedule or Gannt chart will help to coordinate the implementation of communications activity. It's important to provide adequate lead time for material to be produced ahead of job advert going live.

Tactic	Action	By who	By when
Email	Draft vacancy announcement email and send to stakeholder list	Melissa	6/04/2024
Social media	Contact comms department to create social media assets	Sangeev	6/04/2024
Case studies	Create Q&A case of job role	Melissa	12/4/2024
Website	Signpost job role on ELFT website	Communications	12/4/2024

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The information gained from your audit will help to inform the kind of content that needs to created to engage with target audiences:

Output measures

- Number of like, shares, comments

- Number of click throughs

- Number of queries received e.g. telephone/emails

- Number of event attendees/registrations

Outcome measures

- Number of job ad clicks

- Number of job ad submissions

- Number of applicants shortlisted

- Number of applicants invited for interview

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The following platforms/teams will enable teams to measure their performance:

Social media metrics

- e.g. Facebook/LinkedIn analytics (X analytics is a paid feature)

Website metrics (via comms team)

- Google analytics

Charity Mail

- Visit the analytics section to view opens, click throughs

Administration teams

- Record number of queries received e.g. telephone/emails
- Record number of event attendees/registrations
- Draft event feedback forms

Job advert metrics (via resourcing team)

- Trac Analytics

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The communications and resourcing teams will provide support teams to advertise their roles.

Communications

- Social media advertising
- Web page creation
- Video editing
- Poster/leaflet creation
- Email communications
- Branding

Resourcing

- Job advert creation
- Monitoring on Trac

Event guide

To learn about how to plan, deliver and executive recruitment events, please download a copy our event's guide on the link below:

https://www.elft.nhs.uk/sites/default/files/2024-12/Event%20Practice%20Guide.pdf

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Thank you.

For more information, please contact elft.communications@nhs.net.