

Please pass this on to any member of staff who might not have seen it.

### Our new recruitment campaign...starring you!

#### A message from Oonagh Fitzgerald, Director of Human Resources



You are the best ambassadors for our Trust.

The care and compassion shown by you and your colleagues is known throughout our local community and held in high regard by so many.

It's just one of the reasons why I feel so fortunate to be a part of this friendly and supportive organisation and I know it's a feeling shared by many of you too.

With this in mind, it was always obvious to me that everything we do to promote ourselves as an employer should have our people at its heart - because it's you that sets us apart from the rest.

That's why I'm delighted to finally be able to launch our new recruitment campaign and I hope you feel it represents us as I do.



## A real team effort

Getting to this point has been a real team effort, although many of you may not even realise the part you have played.

Last summer, a survey was sent to all staff asking for feedback on what it's like to work for the Trust, what keeps you here and what, if anything, would make you want to leave.

We had a fantastic response.

More than 470 of you got in touch and it was this invaluable insight into your working life which helped shape our approach to designing this campaign.

In fact, we used the two most popular reasons for working here as our strapline - a rewarding career, in a great location - and I think it sums up perfectly what we can offer to local people.

Staff involvement didn't end there though and, as you can see, we opted for real members of staff to be our poster stars.

By using familiar faces, we not only give local jobseekers an immediate feel for the sort of warm and friendly people we have here, but we're also able to shine a light on the work you do in a way that's never been done before.

I'm immensely proud of the final products and I'd like to say thank you to everyone who took time out of their busy days to be a part of this exciting project.

They are:

- **Grace Brown**, Student Nurse
- **Ellie Spanton**, Student Nurse
- **Clare Compton**, Occupational Therapist
- **Matt Bull**, Finance Graduate
- **Dr Nick Ridley**, Consultant Radiologist
- **Sue Ellingham**, Breast Care Nurse Specialist
- **Sally Black**, Clinical Nurse Specialist
- **Aroon Masih**, Community Intermediate Care Charge Nurse
- **Emma Heron**, Midwife
- **Dr Stephen Haig**, Consultant and Lead Clinician in the Emergency Department.

### **Covering all bases**

The posters, which are now on display in and around GWH, are just one element of the campaign.

From today, anyone listening to Heart FM Wiltshire will hear brand new adverts for our Return to Practice course, which supports nurses, midwives and other allied healthcare professionals to get back into work after a career break.

We know staff often leave the NHS to raise a family and that the thought of coming

back after years away can be daunting. By promoting Return to Practice on the airwaves, we'll be letting hundreds of thousands of people know we provide the means to help restart their career.

Healthcare skills stay with a person for life and if we can tap into this group of people, we'll be bringing in people with years of experience already under their belts.

There's also been a significant update to the [Working for Us](#) section on the Trust website.

It's now the central hub for everything to do with joining us and is packed full of useful information for anyone curious about what a career with the Trust is like.

Also online are the [stories](#) of how each of the stars of our poster campaign came to be a part of our organisation.

It offers a fascinating read and highlights the vast number of different routes people take to begin a career in the NHS.

Matt Bull, for example, joined the Trust as a graduate after leaving university and having never before visited Swindon.

Reading about Matt's personal journey was really enlightening and I'd encourage you all to spend five minutes doing the same for all our stars.

[Click here](#) to take a look.

### **Making steady progress**

We all know how important it is to have a strong, resilient team around us and how our jobs can become much more challenging when there's not.

It's an issue we're working hard to address every single day and, while our recruitment dilemma won't be solved by this campaign, it's a very loud and

unapologetic way of letting people know we're here and we're recruiting.

Of course, we're still carrying on with all our other recruitment projects.

The first of our new nurses from India are beginning to arrive and just last week the Medical Workforce Team were in Prague to meet medical students who will be joining us as junior doctors in the summer.

We've got solid relationships with all our local universities and can expect a healthy intake of students hungry to make the best possible start to their NHS career with us over the next few months.

There's a long road ahead, but we're making steady progress and with this star-studded campaign now in our arsenal, I'm hopeful that more and more people will think of us when beginning their search for a rewarding career in a great location.

Thanks for reading.

**Oonagh Fitzgerald,**  
**Director of Human Resources**

## Help spread the news

Please pass this message on to your colleagues.

