

NHS Jobs supporting NHS recruitment campaigns

As the official online recruitment service for the NHS in England and Wales and the biggest marketplace for health jobs in the UK, NHS Jobs plays a key role in supporting national NHS recruitment campaigns, with a proven track record in assisting in campaign success.



How we can help

This ranges from designing, developing and maintaining a campaign-specific website, right through to simply providing pre-made search links to embed into custom built campaign web pages. We understand the importance of getting the right people into the right NHS roles every time and we tailor our approach to ensure we offer the best possible support for each campaign.



Our proven track record

Since 2018, we have worked with NHS England and NHS Improvement (NHSE&I) to support their national [‘We are the NHS’ campaigns](#). These campaigns have targeted specific role types and offer advice on training, showcasing real-life colleagues carrying out their roles and talking about their experiences with links to current vacancies on NHS Jobs.

The first [‘We are the NHS’ campaign](#) we supported was to raise awareness of [IT and Support roles](#) within the NHS. Since then we’ve supported multiple We are the NHS campaigns which focused on General Practice Nurses, Allied Health Professionals and Health Care Support Workers.

Once a campaign is live, we can monitor the impact of the campaign by assessing the volume of vacancies raised and applications submitted via NHS Jobs.



Following our work supporting NHSE&I with their 2019 NHS IT and Support roles campaign, **Ian Hampton, Lead Campaign Manager at NHSE&I**, said:

In February 2019 we launched a TV campaign to promote IT and Support roles, driving traffic to the NHS Jobs website. NHS Jobs at the NHSBSA developed a bespoke landing page that fitted into the We Are The NHS look and feel. We saw an impressive 150,796 visits during the campaign period. This in turn delivered a remarkable 50% referral rate. We are delighted with this and the way the team have worked together to deliver this important campaign.





Supporting the NHS during COVID-19

Since the start of the coronavirus (COVID-19) pandemic, we have supported NHS Professionals in their recruitment campaigns, such as their [‘Join the Virtual Frontline’ campaign](#) to recruit over 3,000 Clinical Contact Caseworkers, and their [‘Join the COVID-19 Vaccine Team’ campaign](#) to fill crucial roles as COVID-19 vaccinators.



Currently, we are working with NHSE&I on their most recent We Are the NHS campaign to promote [Health Care Support Workers roles](#), with the aim of filling as many of these supporting roles as possible. The success of the campaign so far has led to it being extended. Across December, January and February this year, we saw an average of 177 extra views of each advert placed, and an additional 9 applications submitted per advert, compared to the same period last year.



Find out how we can support you

The NHS Jobs team are passionate about retaining talented NHS colleagues and attracting new talent to the NHS. We feel exceptionally proud to be a part of making these campaigns a success. If you'd like to find out more about what we can do for you and your campaigns, email nhsbsa.nhsjobs@nhsbsa.nhs.uk