

Recruitment: Advertising Top Tips For Busy Hiring Managers



Advertising: Order, Wording, Where

Are you recruiting and finding a lack of applicants?

Don't know where to start with an advert?

Or where to advertise?

These three quick tips have already helped with recruitment in other Finance Teams

Order

What should come first on your advert?

Wording

What would make you want to apply?

Where

How many people see your opportunity?

“We've been advertising for a band 4 for months and never seem to get any applicants.”



Order

Are you advertising on NHS Jobs?

Your opening statement needs to be attractive as its the **first** thing your candidates will see.

This is a real job advert and how it looks on NHS Jobs.

Would you click to find out more?

Finance Management Assistant

Finance

Yellow Stone & Zamaray Falls, Somewhere-Upon-Nowhere

Yellow Stone & Zamaray Falls (YZ Solutions) is a limited liability partnership subsidiary of South Yellow Stone & Zamaray Falls NHS Foundation Trust (SYZFT) set up to deliver a range of non-clinical Estates, Facilities and Procurement services across the Trust. The company is a separate legal body ...

Salary: £20,270 to £21,318 a year N/A

Closing Date: 18/12/2022

Posted: 29/11/2022

Staff Group: Administrative & Clerical

Job Type: Permanent

Job Ref: 345-SYZFT4920673-A

A candidate isn't interested in a "limited liability partnership subsidiary".

How does your opening statement look on NHS jobs?

Simply re-ordering an advert can be a quick and effect change.

The advert went on to give some attractive points: Award Winning, Enthusiastic, We are looking for etc. But these details weren't visible.

Your opening should tell your candidate about the role, what are you looking for, what experience they should have etc. The thumbnail below is the same role, just re-ordered.

Yellow Stone & Zamaray Falls, Somewhere-Upon-Nowhere

We are looking for an enthusiastic Financial Management Assistant to join our newly restructured, Award winning Financial Management team supporting a £365 turnover high performing Foundation Trust. To deliver our strategy we are looking for ...

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Order

So what order should an advert be in?

All adverts are required to give details of the employer, the Trust etc.

But they should not come first. Think about what you would want to know about a job before you applied.

Job Overview

Main Duties of the Job

The Benefits

Awards and Equality

Information about whats on offer locally?

Full details

Lastly - details of the trust

Remember

- What will the advert will look like?
- What is the first thing that job hunters will see?

Once your order is in place, it's time to think about wording.

Wording:

What are you doing to make your opportunity appealing to applicants?

Make it about the candidate first.

Here's a great example from York and Scarborough:

Job overview

- Are you looking for a career in NHS Finance?
- Are you looking for an entry level position to develop your skills and knowledge?
- Are you passionate about delivering excellent service with great attention to detail and accuracy?
- We are offering a position of Assistant Finance Officer in the Financial Accounting Team, part of the wider Financial Services Department. As part of your role, you will be preparing journals to upload into our financial systems, updating cashbooks on a daily basis, collating documents for entry for payroll and various other tasks.

Main Duties

You will join a supportive team and receive full training on all aspects of the role. Tasks include financial transactions, maintaining spreadsheets, varied admin work & dealing with a range of enquiries from staff and external customers, so strong communication skills are essential. Our work is audited, and it is therefore vital that accurate records are maintained. You will come with a 'getting it right first time' attitude.

At interview you will need to demonstrate a willingness to learn & possess excellent organisational skills. You will be a team player with initiative, able to manage your own workload and meet service demands. Good IT skills with knowledge of Microsoft Office applications are required. Training will be given on the finance systems used.

Must have NHS Experience

Are you reducing the number of applicants by including this statement in your "essential criteria"?

Do you need to have worked for the NHS to carry out the role you're advertising?

If you're struggling to recruit for a role why not try another approach? Create two junior roles rather than one senior role? Apprentices and Graduates can add depth and flexibility to your team.

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Wording:

Don't forget the benefits!

The recruitment market is extremely competitive, with other employers offering a whole host of benefits and ensuring applicants are aware of them.

Many applicants aren't aware of the huge range of benefits a career with the NHS offers. Does your trust offer any of the following? If so, include it in your advert!

- 27 days' annual leave, plus bank holidays - rising to 33 days (depending on the trust)
- Generous Pension scheme
- Agile / Flexible working
- Access to extensive Learning and Development, including funded training
- Blue Light Card, NHS discounts
- Equality, Diversity and Inclusion networks
- Salary sacrifice schemes - Car Leasing, Home Electronics, Cycle to work
- Savings Scheme
- Sustainability
- Award Winning
- Promoting people from within
- Free Electrical Vehicle Charging Point



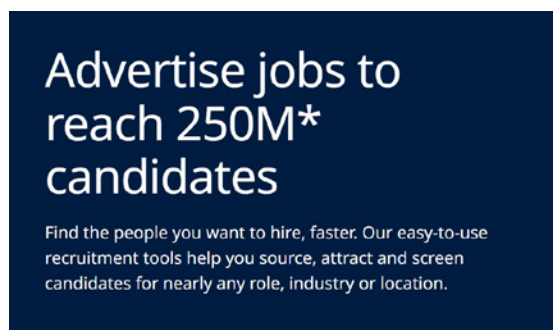
Where:

Your order is the right way round, you've made it candidate centric.

You're ready to advertise, but where?

A number of teams only post adverts on NHS jobs, but how many people search for jobs there, especially those who don't work in the NHS?

Where would you look for a new role?



Advertise jobs to reach 250M* candidates

Find the people you want to hire, faster. Our easy-to-use recruitment tools help you source, attract and screen candidates for nearly any role, industry or location.

Place a free advert with Indeed.

You can copy and paste in the details from your NHS advert. Get alerts to applications and set pre-qualifying questions.

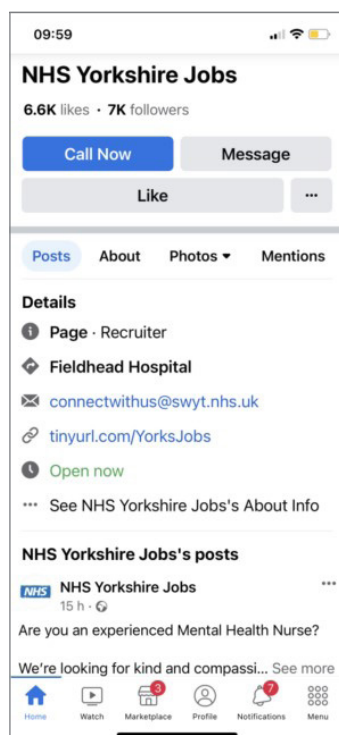
Are you on LinkedIn?

Post about the job or create a free advert. Share it with your network and spread the news about the opportunity to join your team.



LinkedIn® Jobs - Post a Job for Free

Fill your inbox with qualified applicants, no time wasted.
Get started for free. Promote Your Open Roles.
Make the Right Hire. Access 690+ Million Users. **Post a Job** With Ease.



How social are you?

Are you on Facebook? Twitter? Instagram?

Reach out to your local community groups. Think about how many people can see your advert whilst scrolling with their morning cuppa.

Increase the number of places you are advertising, give more people the chance to see your fantastic opportunity!

Unsure how to start? Contact your SDN team for help.

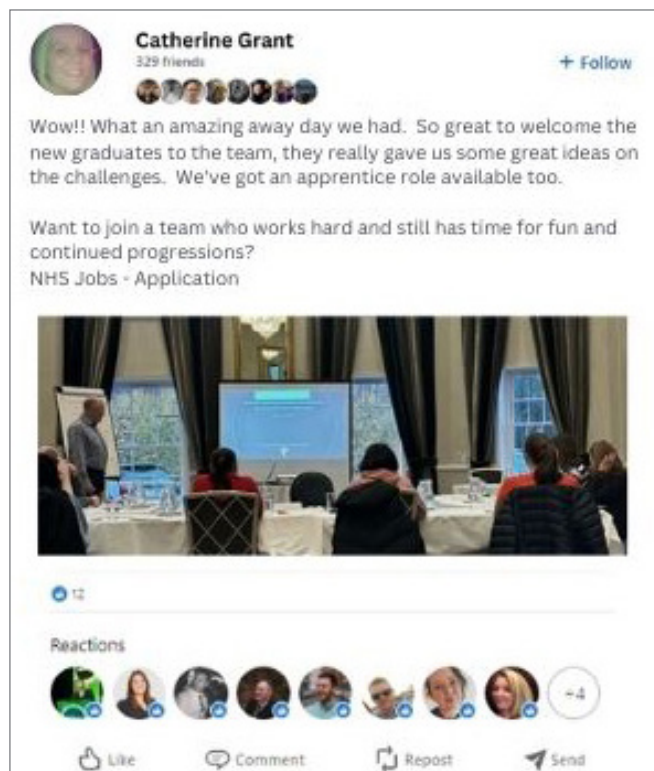
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Where:

Who better to advertise than you?

For people to see your opportunity you need to be visible. Get a candidate's attention first, then tell them about the role they can apply for.

Do you have a member of the team who's recently been promoted? An Apprentice who has climbed the ranks? Have you benefitted from training recently? Use it as part of your advertising.

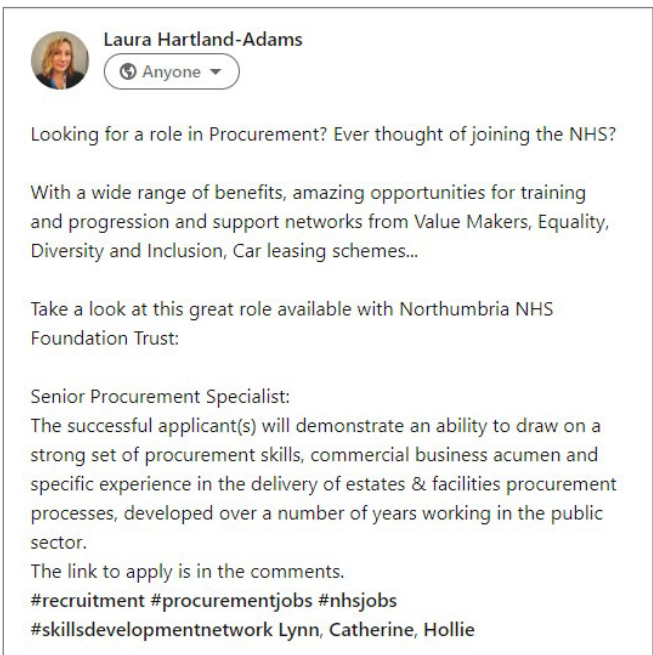
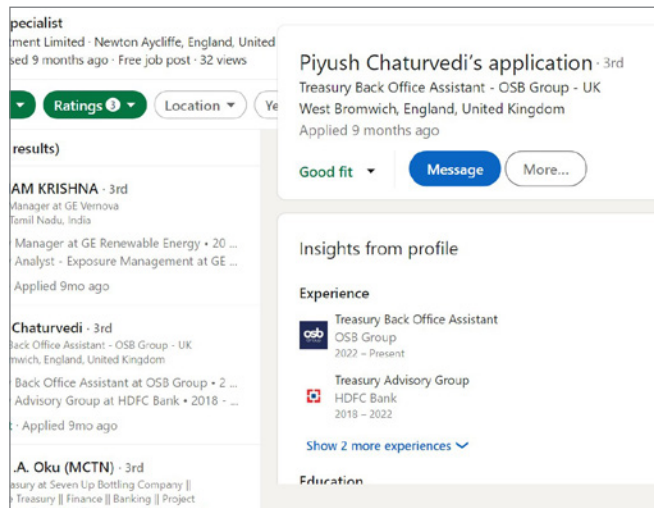


LinkedIn is a great way to share the news that you are recruiting with a wide range of connections.

You can post a free job advert, add website links to application portals and share posts from other teams recruiting - widening the audience and being seen by more people not working for the NHS already.

Check out this easy how to guide online for more information:

[Recruiting on LinkedIn: a step-by-step guide](#)



Where:

Get sociable with potential applicants

How many adverts do you see on **facebook**?

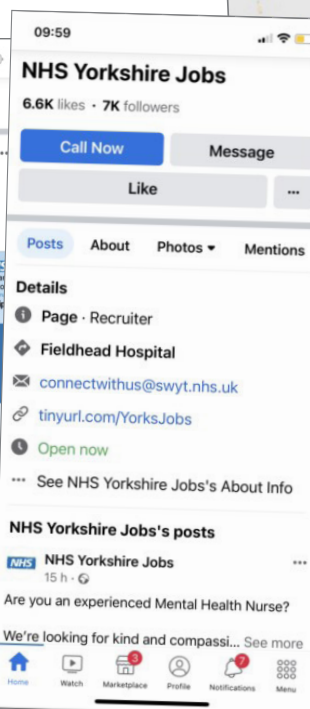
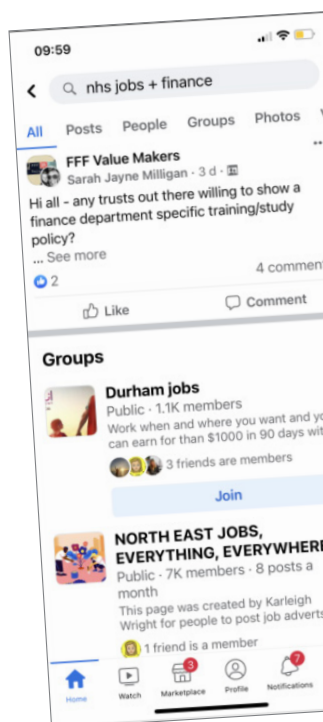
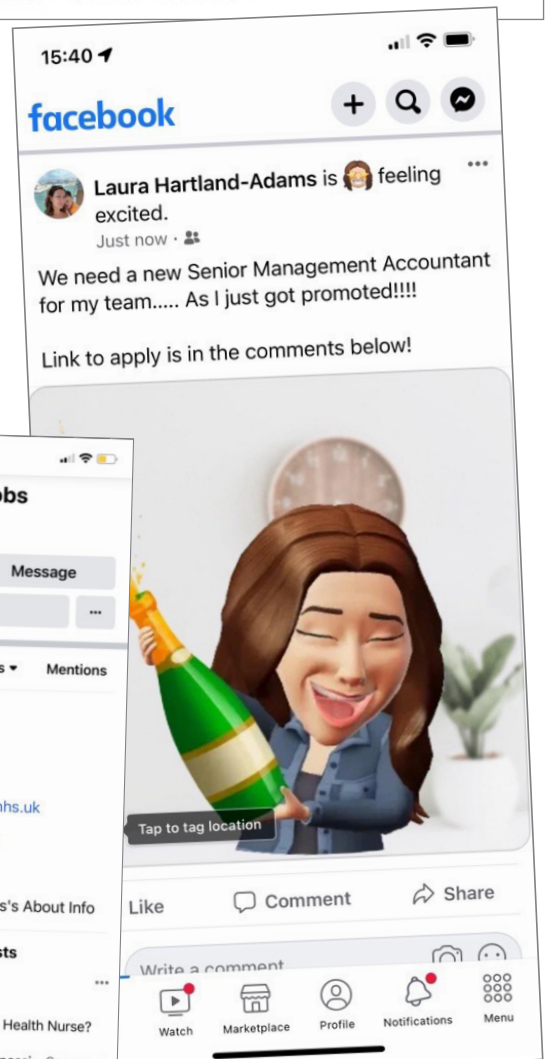
There are so many community sites advertising jobs locally, with many candidates checking online groups with their morning cuppa, at lunch and before bed.

Perhaps your friend's daughter, nephew or cousin is looking for a new role? Ask people to share your post to reach more people.

Posts on Twitter and Instagram can also be incredibly effective.

Your candidates can only apply for what they know about.

Try advertising in more places to reach a wider range of candidates than those applying on NHS jobs.



The NHS Skills Development Network operates across NHS organisations in England. Its remit is to provide the infrastructure for improving leadership and professional development skills, raising standards and sharing best practice through economy-wide learning.

The Skills Development Network uses a dedicated website, www.skillsdevelopmentnetwork.com, to publicise and support its work. The website is the primary source of information for all staff in providing resources for personal and organisational development.

Skills Development activities include but are not limited to:

- Professional Education and Qualifications
- Lifelong Learning and Continuing Professional Development
- Talent Management
- Career Development
- Widening and Improving Technical Skills
- Achieving Excellence
- Partnership Working
- Sharing Best Practice
- Networking
- Accreditation

Other Top Tips available include:

- Stress Management
- Communicating Financial Information Effectively
- Team Building
- Relationship Building
- Influencing
- Increasing Productivity
- Dealing with Change
- Negotiation in Healthcare
- Managing Personal Resilience
- Data Visualisation
- Writing a Business Case
- Conducting an Effective Training Session
- Job Interviews - For Interviewers and Candidates

For more information visit www.skillsdevelopmentnetwork.com

This document utilises content available from NHS England and NHS Improvement and has been prepared by:

Laura Hartland-Adams

Skills Development Network Co-Ordinator

Skills Development Network – North East

e: l.hartland-adams@nhs.net