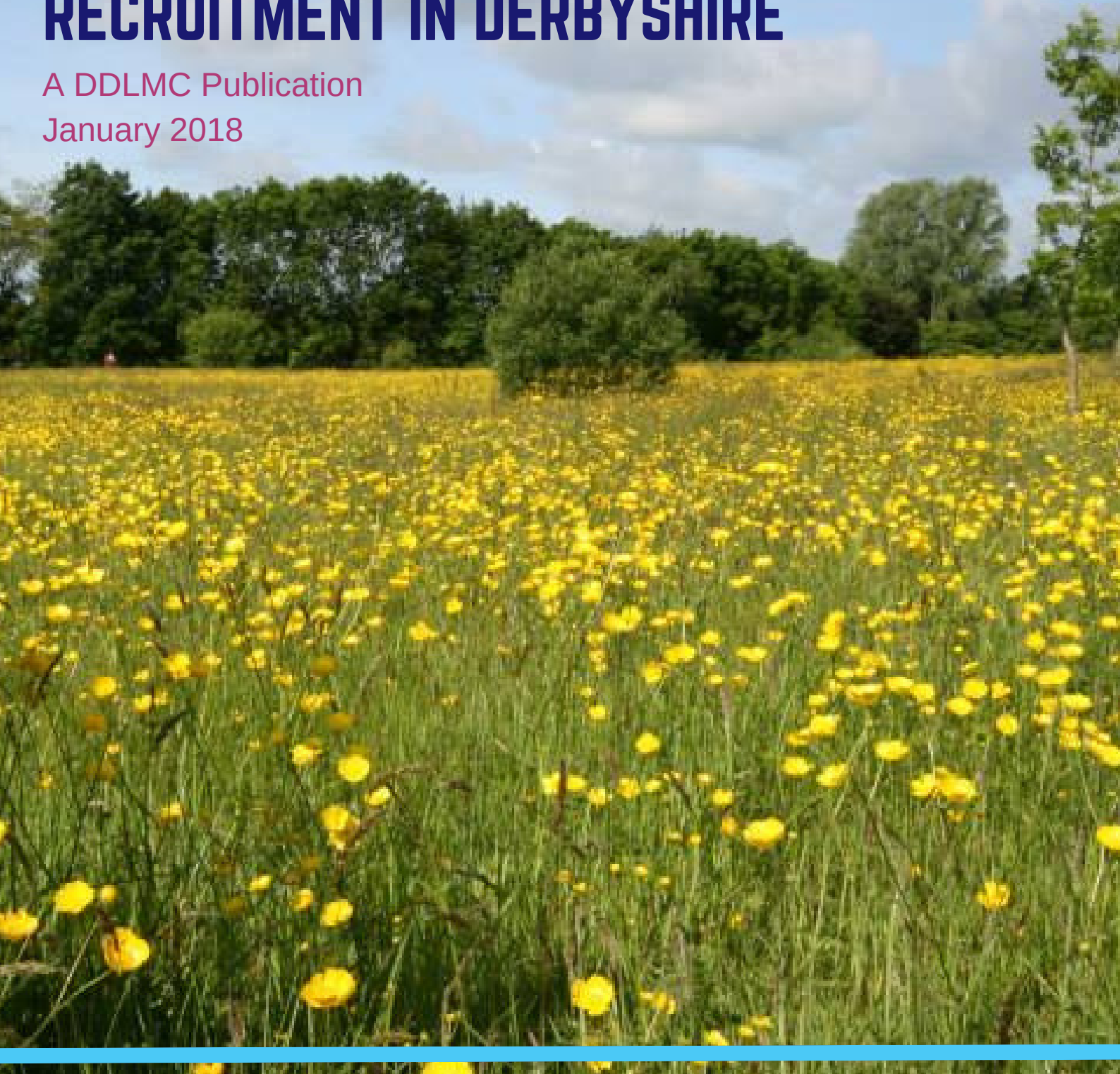




SUPPORTING GENERAL PRACTICE RECRUITMENT IN DERBYSHIRE

A DDLMC Publication
January 2018





THE CHALLENGE

Recruitment is tough

Whether you are searching for a new GP partner, salaried GP, ANP or Practice Manager there are too few applicants and too many practices fighting for the best candidates.

We frequently get asked by practices; 'how can we recruit?', so we have compiled this resource pack to help practices navigate their way to recruitment success.

Contents

- 1) How to advertise
- 2) What do employees want
- 3) Selling your practice
- 4) Innovative ideas
- 5) How DDLMC can help



HOW TO ADVERTISE

Online vs Press

The majority of job searches now happen online. So it is worth considering the different approaches to online and press adverts. You may wish to try one type only, or create a separate advert to catch attention on each medium. Our colleagues at Humberside LMC offer the following advice:

PRESS ADVERTS

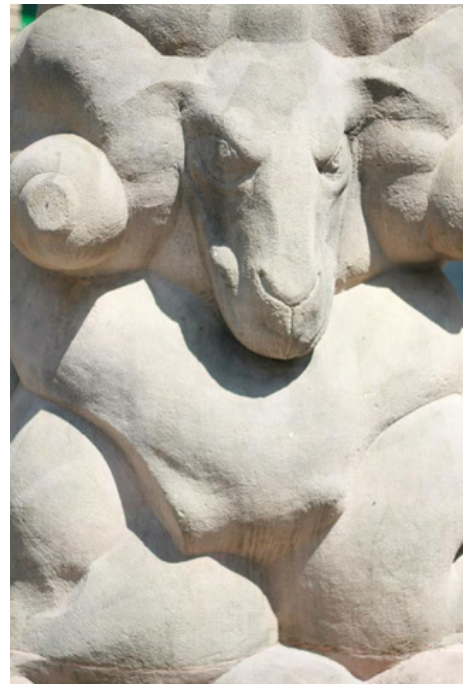
Press adverts are typically seen in the BMJ or a local or national newspaper. The advert is typical a standard quarter or half page. Budget will be the main issue, but don't be fooled into creating an all-singing and dancing expensive advert. Ultimately it is the content which will set you apart. A quarter page advert would usually accommodate approx 200 words + logo. Focus on the salient points and prepare a separate 'recruitment pack' to explain the details and answer any questions a candidate may have.

ONLINE ADVERTS

These may include NHS jobs or the medical press such as GP online, Pulse or BMJ Careers. The advert is typically split into

- The headline / summary information
- The main advert (after clicking on the above)
- Supporting information e.g. Personal Specification

Whilst the main advert is your real chance to sell the role, the headline / summary needs to stand your job apart from the rest. You generally only have 1-2 sentences of text. Think about the content to make your headline stand out.



Main Advert

Consider this in 3 parts:

INTRODUCTORY PARAGRAPH - hook the reader in by 3-5 interesting details

MIDDLE SECTION - sell the job. You should include essential information on:

- Working hours (including any flexibility on the job offer)
- Salary (if appropriate)
- Interesting colleagues/the practice team
- Educational opportunities
- Benefits and perks
- Location (consider schools, commuting distances, places of interest)
- Anything else applicants will find interesting

It can be a difficult balance between hooking the right applicant and information overload. Remember this section should work synergistically with the Recruitment Pack.

CLOSING SUMMARY - repeat (in different words) why someone should apply for the job. Also clarify the application process and how to find out more.

Considerations

- **Make it personal** - Don't use phrases like 'the successful candidate', say 'you'.
- **Make it readable** - Use short snappy sentences, clear fonts and use bullet points.
- **Make it stand out** - Look at NHS Jobs, scores of advert summaries look identical. Avoid the common phrases 'enthusiastic' 'well-established'.
- **Make it desirable** - The advertising industry uses the mnemonic 'AIDA'. A good advert should Attract ATTENTION (a candidate notices the advert), Stimulate INTEREST (by being relevant to the candidate), create DESIRE (they want to pursue this opportunity) and result in ACTION (it is easy for them to follow the instructions and apply).
- **Make it exciting** - What makes this job stand out? Offer challenges rather than rewards?
- **Make it right** - Test it and test it again. Get as many people as you can to read the article and give feedback. Correct any typos.
- **Make it easy** - Make sure that the process is clear; from who will field queries, to who will greet the candidate having a look around. Ensure your team know that candidates may be contacting the surgery and welcome any calls received.

Should we pay for a Professional?

Not everyone is a budding designer or has flourishing IT skills.

There are, however a number of great free resources to help you create impact in your adverts.

You may find a free online design site such as www.canva.com useful when creating adverts.

You can upload your logo, photo of your village or local point of interest to add interest to your text. Why not use one of our pictures of Derby and Derbyshire on this resource pack?

Through use of online tools you may be able to create an eye-catching design which you could then be used across social media. 1000 GPs daily interact with the various online fora and twitter: why not capitalise on the reach of social media to advertise your vacancy?

You may decide that designing the advert yourself is a non-starter. In that case, you may wish to consider paying for advert design company e.g. <http://www.nhscreative.org>.





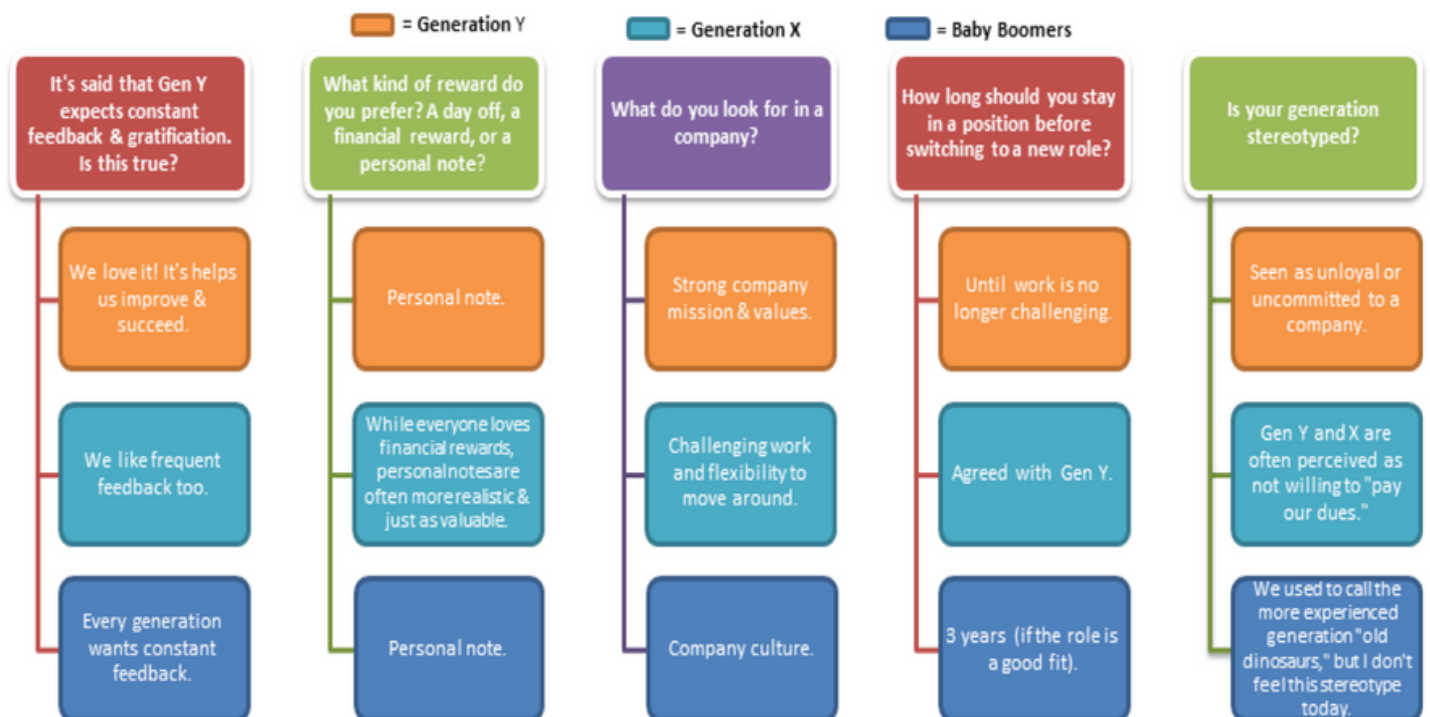
WHAT DO EMPLOYEES WANT?

The Generation Game

Recruitment has changed and businesses need to be aware of these changes in order to recruit in such a competitive market. Consideration of employee needs will help shape an advert to appeal to them. Generation X, Generation Y and Baby Boomers are all thought to have different needs, but some areas will appeal to all. The key areas that employees look for are:

- Opportunity to develop
- Some control / autonomy
- Flexibility
- Variety / Portfolio working
- Pay the bills
- Manageable workload
- Suitability for the role
- Support / mentoring

5 Questions For Gen Y, Gen X and Baby Boomers About The Work World



Why your practice is a good place to work

This is where you need to sell your practice. Be honest and remember that GPs are looking for different things. Describe what it is like to work at the practice and help the candidate gain a real sense of what it feels like to work there.

When writing this part of your recruitment pack, build on your advert and add in detail.

The list below gives some ideas to include in this section. When writing the section, aim to inspire and give concrete examples if possible:

- Your mission / vision statement and what this means to patients and staff
- The type of practice - size, traditional, modern, federated, part of a super-practice
- Are you a training practice
- Do you as a practice meet regularly, how is this protected
- Any interesting additional roles that team members have
- Who makes up the practice team and how team members integrate with one another
- What services are provided and, if relevant, how you see services developing
- Staff retention
- Additional service e.g. Homelessness, minor ops, contraception
- Are you a dispensing practice
- Building / premises ownership / lease
- Any details you can provide regarding patient feedback / PPG involvement.
- CQC rating and what it means to the practice
- Any awards you have won
- Relationships with other agencies e.g. CCG /social care





SELLING YOUR PRACTICE

Recruitment Packs

Recruitment Packs should be clear and well presented. They should work along side your advert to show a candidate the following 3 things:

- A clear idea of what you want
- A clear idea of what you are offering
- A clear idea of why your practice is a good place to work

What you want

Be clear about what you want: this helps the candidate to have confidence that you have thought about the role.

For non-GP roles have a clear personal specification, you might find this of value in GP roles too.

What you are offering

With increasing vacancies visible, it is an employee's market. Candidates can more or less pick and choose the details that suit them; this isn't purely about money, but more often work-life balance. Write a clear job description. Consider some of the following:

- Elements contributing to work-life balance e.g. no weekends / flexible hours / school holidays
- Elements helping workload - e.g. low home visiting rate / admin session
- Sessions and any special sessions e.g. admin/research/Nursing Home ward round
- Anything improving the working day e.g. daily protected team meetings, capped clinical sessions
- Covering indemnity fees
- Annual and Study Leave
- BMA Model Contract
- Mentorship / Appraisal support

I'm interested. What next?

Having read your fantastic advert and recruitment pack, you now have an interested candidate. How can you seal the deal so they definitely apply?

Practices have offered a number of different options to prospective candidates. Would any of these suit your practice:

- Welcome the candidate to attend a practice meeting
- Welcome the candidate to visit the surgery during clinical hours
- Invite the candidate to an informal chat with the partners at lunch or coffee
- Invite the candidate to do a locum session at the surgery





INNOVATIVE RECRUITMENT

Think outside the box

Creativity often emerges out of despair.

With practices struggling to find suitable candidates many have taken to innovative ways of recruitment. But there is nothing to stop you trying innovative means from the start.

Here are some examples of alternative methods of recruiting.

- **Video recruitment:** Why not link your advert to a youtube video about the practice
- **Dedicated website:** Put your recruitment pack, information about the practice and interviews with staff on a dedicated web page. Link your online or press advert to this site. Or perhaps use a QR code
- **Harness the power of social media:** Engage colleagues, staff and patients to be involved in the advertising campaign. Utilise the instant feedback to improve your campaign
- Perhaps post your advert to one of the many social media groups which appeal to GPs, practice nurses or managers
- **Use humour:** Don't be afraid to use humour in your adverts



- **Could your practice benefit from a recruitment scheme:** eg Golden hellos, or international recruitment
- **Look at training / new models:** Engage in Training Hub student placements. Consider retainer / fellowship models, could you use the DMU HEE subsidised scheme for new Nurses



HOW CAN DDLMC HELP?

The Right Person for the Right Job

DDLMC has been helping practices secure the right person for the right job for many years.

Our recruitment experience, includes, but is not limited to:

- Advice on innovative GP careers
- Working with secondary care
- Advice on GP Retainers Scheme
- GP Fellowships – HEE, DTHFT
- Free advertising on DDLMC Newsletter / website / social media
- Access to 1000s GPs via social media
- Specialised DDLMC paid recruitment service on enquiry and dependent upon capacity
- Working with our partners to organise recruitment events

For further details about how DDLMC can help, please contact us at
ddlmc.office@nhs.net



IN SUMMARY

If at first you don't succeed

There is no one step fits all model for recruitment.

This resource pack can guide you and give ideas, but no guarantees.

If things don't go well, listen to feedback.

Ask VTS Trainees or Student nurses in the practice what they think and why the advert has failed.

Ask candidates who apply what they liked / disliked about the advert. Don't be afraid to go back to the drawing board.



Good Luck

We hope you find this resource pack helpful.

If you have any comments / suggestions we would welcome your input.

Please email ddlmc.office@nhs.net