

Developing a successful Estates and Facilities Open Day recruitment campaign

Case study summary



James Paget University Hospitals
NHS Foundation Trust

James Paget University Hospitals NHS Foundation Trust struggled to recruit estates and facilities staff due to their coastal location and seasonal workforce demands in the locality.

They found a back-to-basics approach to targeting local candidates and the development of an open day recruitment model to be the answer.

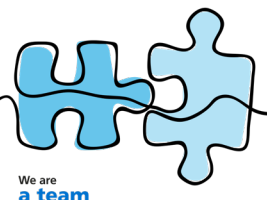
Organisation

James Paget University Hospitals NHS Foundation Trust

What was the aim/problem?

The trust had struggled to fill estate and facilities vacancies using the standard TRAC/ NHS Jobs advertising and application - and was concerned that local people were not aware of the opportunities available.

The hospital also sits on the coast in a popular tourist location so estates and facilities staff are in high demand during the holiday seasons.



What was the solution?

- An open day was recommended where candidates could meet the teams and be interviewed on the day
- Working closely with the communications team, an advertising campaign was developed that used a variety of across social media, local newspapers and leaflet drops in surrounding housing estates to the hospital site

Leaflet distributed to all homes
within local housing estates



What were the results?

- A successful event with circa 150 candidates attending the open day
- 40 offers were made on the day and further interviews booked in following the event
- A talent pool of candidates for future vacancies/events
- Great engagement and team working across estates and facilities, communications and HR

What were the learning points?

Planning is key – the trust had weekly meetings with key stakeholders two months prior to the event to agree roles and responsibilities, tasks and timescales and to keep the project on track.

Next steps and sustainability?

This has now become a twice-yearly recruitment event.

Want to know more?

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