



**SALLY NORTHEAST**

Deputy Director for Communications and  
Participation, Dorset Healthcare University  
NHS Foundation Trust

Dorset HealthCare

**This is who we are –  
putting staff at the heart  
of your brand**

Sally Northeast

Deputy Director of OD, Participation and  
Communications

# Setting the vision

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Our vision is to be...

**BETTER  
EVERY  
DAY**

through...

★ **Excellence**  
♥ **Compassion**  
🧠 **Expertise**  
in all we do

# Just the beginning

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# Keeping our staff visible



# What makes us....us



# At the heart of recruitment

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# Stand-out employer brand





# Billboards and bus stops

Up to £5,000 Relocation Package

Leave all this behind...

...become a nurse in Dorset.

Dorset HealthCare NHS Foundation Trust

Recruiting registered nurses and allied health professionals

[www.joindhc.co.uk/Dorset](http://www.joindhc.co.uk/Dorset) #joindhc

Terms and conditions apply. See website for full details.

We all play a part in helping others. Come and join us.

Dorset HealthCare University NHS Foundation Trust

Make a move, make a difference - join Dorset HealthCare.

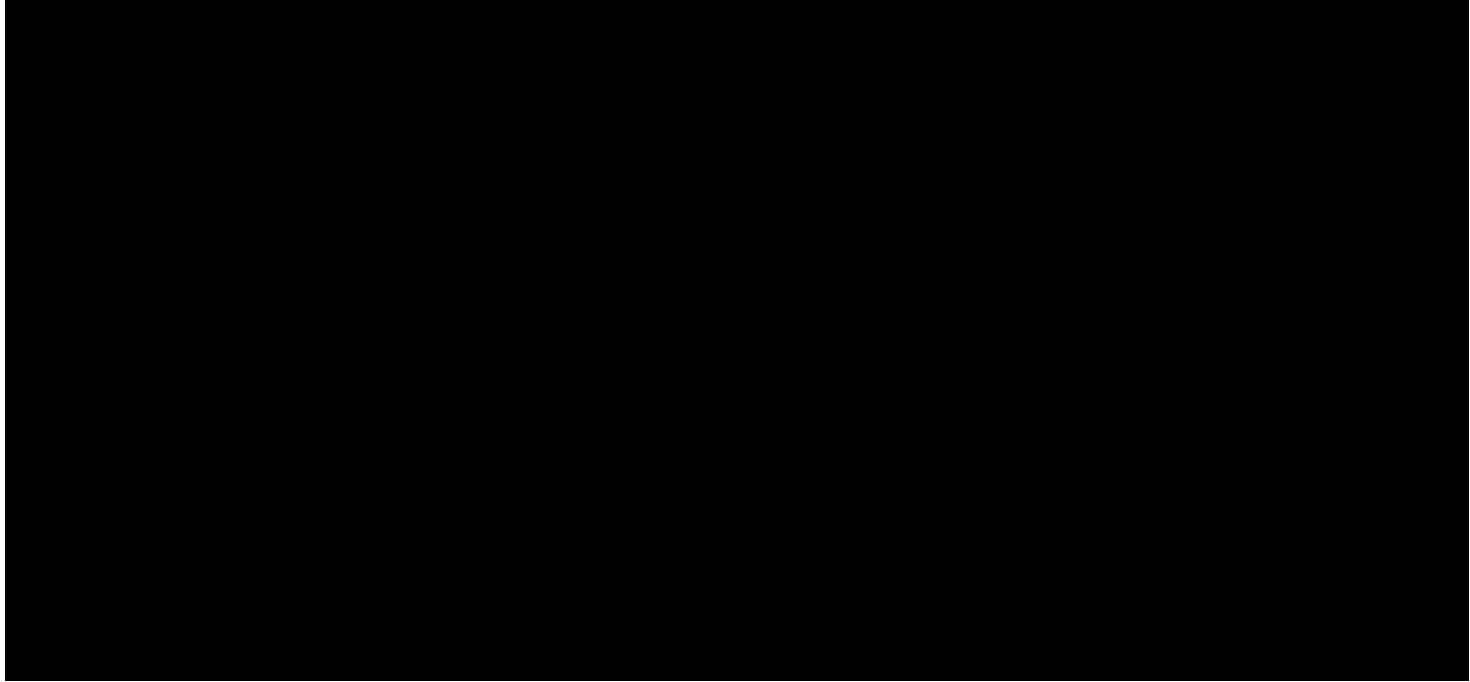
[www.joindhc.co.uk/Careers](http://www.joindhc.co.uk/Careers) #joindhc

# Setting out our offer



# Staff on camera

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# Staff on the Underground!

Up to £5,000 Relocation Package\*

Leave all this behind...

Dorset HealthCare NHS

...become a nurse in Dorset.

Recruiting registered nurses and allied health professionals  
[www.joindhc.co.uk/Dorset](http://www.joindhc.co.uk/Dorset) #joindhc

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# Did it make a difference?



## Visits to the microsite

Jan 17: 1,000  
Mar 17: 15,000



- Rolling news on Sky - twice!
- 3 TV companies interested
- Lots of media coverage

**1 in 5 visits** clicked through to application page



## Job applications

Dec 15-Mar 16: 423  
Dec 16-Mar 17: 963

## Reduced agency spend

Apr-Nov 2016: £3.46M  
Apr-Nov 2017: £2.6M

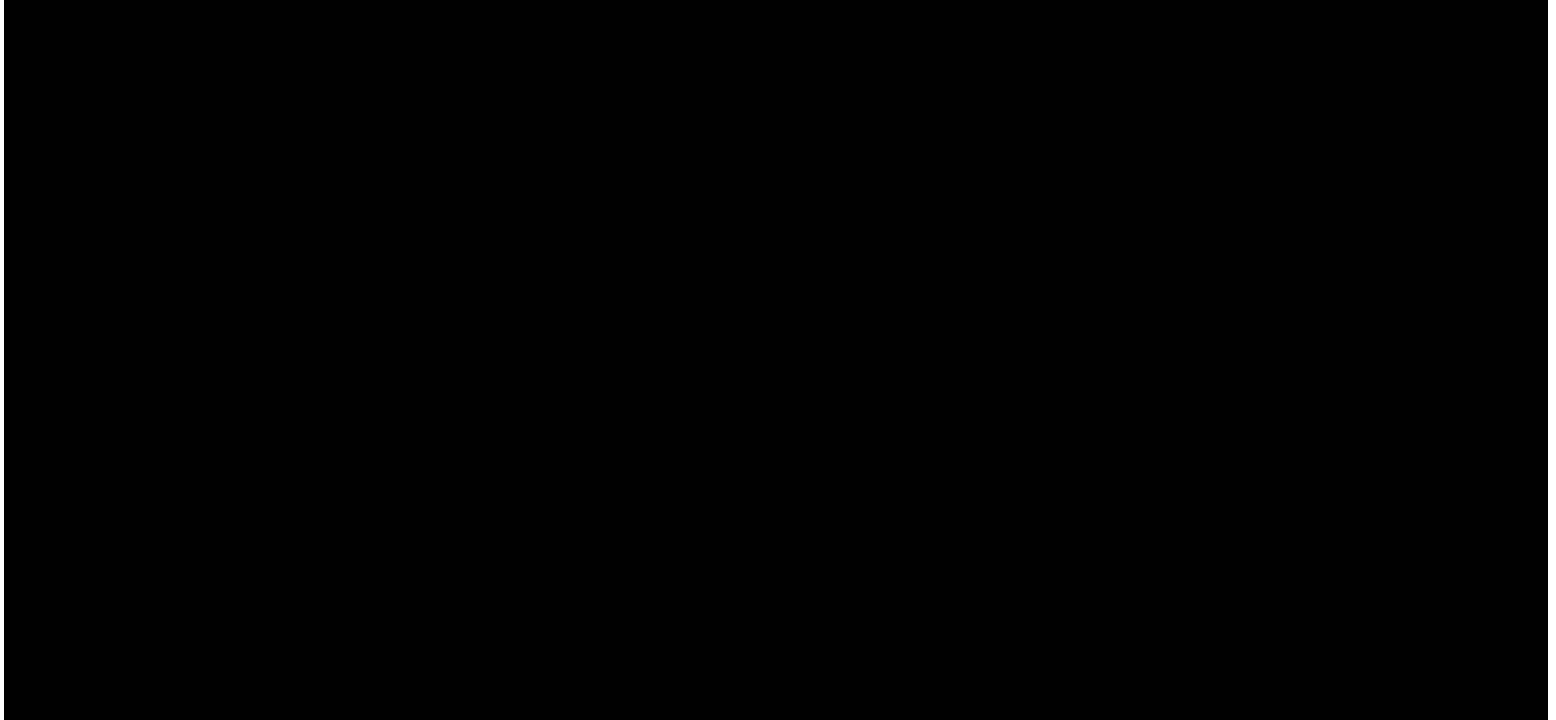


## Appointments

Jan-Apr 2017: 132  
Oct-Dec 2017: 200

# A future in TV?

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# Recognising our staff



 **HSJ** **VALUE**  
AWARDS

# Keeping it going

