

Date: December 2017

Top Tips when Difficult to Recruit

Below are options for you to consider when you are struggling to recruit to your vacancy

1. **Re-consider fixed-term contracts:** It is difficult to recruit to fixed term vacancies, especially for nursing roles. Consider if you can change your vacancy to permanent or if you do need a fixed-term role (e.g. to cover for maternity or long-term absence) consider a longer term contract or how you could fill this with existing employees taking on extra hours or responsibility.
2. **Be flexible with the working hours:** Don't lose good candidates for the sake of being more flexible with their working hours. Give serious consideration to how we could accommodate their request.
3. **Use reserves:** When recruiting, make sure you select reserve candidates (at both shortlisting and interview stage). This will supply you with a bank of potential candidates if recruiting for a similar role within 3 to 6 months.
4. **Check the post title:** Make sure the title makes sense to someone from outside NHSBT. Searches on websites work on words commonly used e.g. assistant, nurse, administrator etc. so where possible use these words in your title.
5. **Consider advert wording:** Your advert needs to grab the attention of applicants. Remove all acronyms and jargon. Read your advert carefully to check it reflects your role to its best advantage and makes sense to applicants who may be from outside NHSBT
6. **Be clear on hours worked:** It is helpful if you use the actual hours worked in days/hours e.g. 25 hours over 3 days.
7. **Include all payments:** Don't forget to include details about payments for enhancements, High Cost Area Supplement and unsociable working hours payments.
8. **Advertise open days or coffee mornings:** Think about using open days and /or coffee and cake mornings to create awareness about your vacancy
9. **Use extra advertising:** Ask your recruitment contact to obtain recommendations for advertising from our advertising agency (TMP Worldwide). Also speak to your contact about the use of NHSBT social media accounts and an article on NHSBT's careers website.
10. **Use careers materials:** These are available from your recruitment contact and include a careers leaflet (with a QR code), credit-sized cards, pens, poster templates for you to insert your advert and put up on noticeboards or at sessions.
11. **External agencies:** In some circumstances, you can recruit to more specialist positions such as specialist IT roles, senior management posts using a

recruitment agency. If you want to consider this option there will be a cost so you will need to speak to your HR Business Partner and/or Procurement.

12. **Use of local knowledge:** Speak to your team to help you to identify where to advertise. Use contacts to help you to promote your vacancy, including universities where appropriate
13. **Circulate your advert:** Send links to your advert to anyone you think might be interested in your role or who would be prepared to display the advert for you.
14. **Offer lunchtime or evening talks:** this offers people the opportunity to find out more about what we do and gives you an opportunity to promote your role
15. **Speak to your recruitment contact:** Recruitment will be able to advise you on the best methods to promote your role based on their expert knowledge and previous experience of similar roles.