



DEVELOPING AN EMPLOYER BRAND FOR ONE
OF THE UK'S LARGEST NHS TRUSTS

LONDON NORTH WEST HEALTHCARE NHS

LONDON NORTH WEST UNIVERSITY HEALTHCARE NHS TRUST

The Trust not only has a big name – it has a huge reach too. Thousands of employees provide hundreds of healthcare services to around a million people across several sites. It all adds up to a compelling proposition for clinical and non-clinical professionals. And we needed to create an employer brand that would breathe life into it.

PUTTING OUR EARS TO THE GROUND

With such a large Trust before us, we knew we needed to pinpoint some common themes. The qualities everyone here shares. The recurring reasons people joined – and stayed. That shared passion that unites them all. And, to draw them out, we listened to voices from every corner of the Trust.





**London North West
University Healthcare**
NHS Trust

SETTING THE TRUST APART

The attributes that emerged from our research process told us that this is a place where people come together as one team, make a bigger impact on more lives, change worlds on their doorstep and grab opportunities with both hands.

WHOLEHEARTED, NOT FAINTHEARTED.

Whether it's to each other or to patients, the commitment here is wholehearted, not fainthearted. A badge of honour that we used to underpin the employer brand. And whilst this united everyone, we still needed to highlight the sheer breadth of roles. We did this by taking a big colour palette and giving clear signposts to give each area the recognition it deserved across a variety of online and print materials.

Whole
hearted
not
faint
hearted

2017 was the year we gained university status,
45 gynaecology clinics each month,
16 dedicated educational sessions a week,
3 hospital sites for daily outpatient sessions,
and 1 team enjoying the opportunity of a lifetime.

Trust Junior Doctor
Obstetrics & Gynaecology
£30,302 - £40,090 + benefits
(ST1-2)

*Join our busy unit and you'll benefit
from our substantial programme of
education, superb library, experts on hand,
diverse teaching sessions and opportunities
to develop up and across our huge Trust.*



Special thanks to Catherine Denning, Oli Jansen, Grace Baxter



NHS
London North West
University Healthcare
NHS Trust

5,003 babies delivered last year

Wholehearted not faint hearted

NEEDED
Trust Specialist Registrar
(ST4-7/Post CCT)

NHS
London North West
University Healthcare
NHS Trust

50% of the deliveries were high risk

Wholehearted not faint hearted

NEEDED
Trust Specialist Registrar
(ST4-7/Post CCT)

NHS
London North West
University Healthcare
NHS Trust

2 4D scanners delivering state-of-the-art visuals

Wholehearted not faint hearted

NEEDED
Trust Specialist Registrar
(ST4-7/Post CCT)

NHS
London North West
University Healthcare
NHS Trust

1 amazing team

Wholehearted not faint hearted

NEEDED
Trust Specialist Registrar
(ST4-7/Post CCT)



NHS London North West University Healthcare NHS Trust
March 29 at 10.13am

Rotate across one of the UK's largest Trusts as a Band 5 Nurse as part of a strong team.



LNWUH careers
Wholehearted not Fainthearted

[JOBS.LNWH.NHS.UK](https://jobs.lnwh.nhs.uk) [Apply Now](#)

NHS London North West University Healthcare NHS Trust
March 29 at 10.13am

Rotate across one of the UK's largest Trusts as a Band 5 Nurse as part of a strong team.



LNWUH careers
Wholehearted not Fainthearted

[JOBS.LNWH.NHS.UK](https://jobs.lnwh.nhs.uk) [Apply Now](#)

THE RESULTS:

In its first year, we delivered a **356% increase** in applications and a **450% increase** in appointments made at careers events where employer brand assets were used

Results at April 2019 showed that the live vacancy level was down to only **8%** and in some areas there had been a **400% increase** in applications.

