

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.





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.



NHS

London North West University Healthcare NHS Trust

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.

Frust Junior Doctor

Obstetrics & Gynaecology £30,302 - £40,090 + benefit: (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.

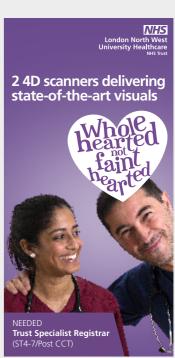


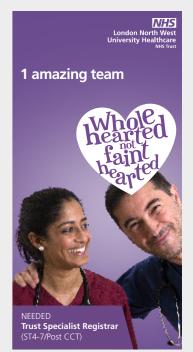


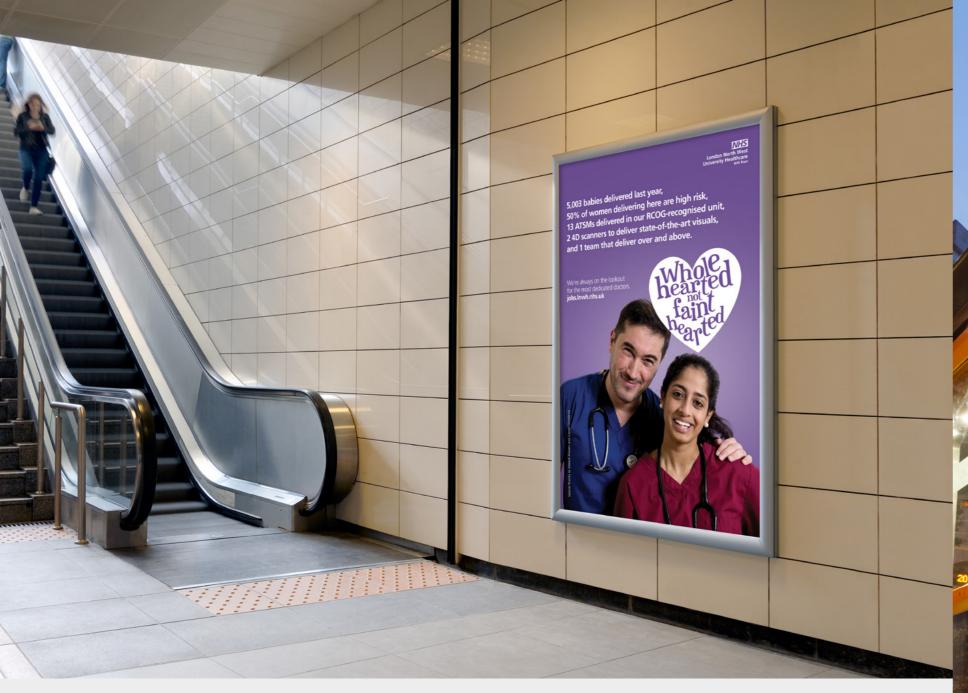














London North West University Healthcare NHS Trust March 29 at 10.13am

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



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