Oxleas NHS Foundation Trust Recruit with Out Of Home International

Monday 24 March, 2014

Advertising agency Peter Lockyer Advertising and Oxleas NHS Foundation Trust have partnered with Out Of Home International to recruit healthcare professionals.

Launching on March 24th, a four week billboard advertising campaign will be featured throughout South East London and Kent, targeting potential employees by highlighting that “staff rate Oxleas as one of the best NHS trusts to work for”.

The 6 sheet creative advertises current vacancies within the Trust, encouraging local professionals to apply for one of the mentioned roles.

Potential employees are encouraged to get in touch by calling the displayed contact number or visiting the Trust’s website.

Oxleas NHS Foundation Trust is located in South East London, and provides community health, mental health and learning disability services. The Trust is primarily known as a provider of mental health services but they also provide a range of physical health services, some of which have been harder to recruit to. The campaign features photographs of nurses and therapists in uniform to deliver the message that they employ a wide range of healthcare professionals.

CEO Lee Dentith, of Out Of Home International’s parent company Media Agency Group, said:
“Using billboard advertising is a great way to advertise Oxleas NHS Foundation Trust, whilst also promoting the message that they are recruiting locally. Placing the adverts across South East London and Kent will successfully target key audiences, and encourage healthcare professionals in the area to consider a career with the Trust.”

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