Radio Airtime Media helps drive Healthcare Recruitment in Northamptonshire

Friday 30 May, 2014

The Northamptonshire Healthcare NHS Foundation Trust (NHFT) is using advertising from Radio Airtime Media to help launch a recruitment drive across the region.

30 second radio adverts will be broadcast on Heart Northamptonshire in the last week of May, highlighting vacancies within their staff bank.

Listen to the ad by clicking here.

The Trust's staff bank support mental health and learning disability services in the local community, and the descriptive ad promotes a wide range of opportunities available – from community nurses and health visitors to mental health nurses. The advert also promotes an upcoming open event, encouraging listeners to meet healthcare professionals, find out more and register interest in joining the NHFT. For further information, audiences are encouraged to search online where corresponding information is featured on their homepage.

Lee Dentith, CEO of Radio Airtime Media's parent company Media Agency Group, said:
"Localised radio advertising is a great way to reach a vast and varied audience in a particular area. Perceived as one of the most direct forms of advertising, radio creates a sense of relevancy to each particular listener which will help create a notable response from interested audiences."

Related Sectors:

Health :: Medical & Pharmaceutical ::

Related Keywords:

Radio Advertising :: Radio Campaign :: Local Radio :: Radio :: Recruitment ::

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