Staffnurse.com rebrands to Jobmedic.co.uk and celebrates healthcare professionals

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Following consumer research into the needs and aspirations of healthcare professionals, Careerbuilder re-launches Staffnurse.com as Jobmedic.co.uk and focuses on providing them with opportunities across the entire healthcare sector including NHS, agency and private healthcare jobs in one site for the first time. The ad campaign that accompanies the re-launch celebrates the spirit of healthcare professionals by sharing stories from their daily lives and encourages them to do one thing for themselves.

London – Careerbuilder a global leader in AI-powered, platform-based recruitment solutions recently re-launched its healthcare job board in the UK. Previously known as staffnurse.com, leader in nursing-focused jobs in the UK the site re-launched as Jobmedic.co.uk.

The re-launch aims at expanding Careerbuilder's leadership in the niche healthcare job board market in the UK. The new site that features more than 25.000+ healthcare jobs every month across NHS, agency or bank and private healthcare employers. It also offers to potential employers' access to profiles of more than 430.000 healthcare professionals. The site aims to expand beyond nursing to all kinds of healthcare careers.

The new site is being communicated with a marketing campaign designed by top marketing agency Leagas Delaney that focuses on digital, social media and out of home channels and is based on extensive market research on the needs and aspirations of modern healthcare professionals conducted through personal interviews and focus groups.

Alex Fourlis (Managing Director of Careerbuilder UK) and Dominic Flageul (Head of JobMedic.co.uk) comment:

"We spent a big part of 2017 talking to jobseekers and employers in the healthcare sector and noticed some trends that we wanted to reflect with our new site and communication. The old dilemmas and divides between NHS staff and agency or private employer staff are dying, healthcare professionals consider moving between roles a lot more freely nowadays to achieve work-life balance or personal growth. Also for most healthcare professionals there is a strong emotional link to the mission, their work is to save lives and their career choice is an aspirational one. In short, they are proud of their work and they are willing to make the personal sacrifices necessary to make it work but if we look at the public conversation around NHS and especially its recruitment woes we end up painting a negative picture of their careers focusing on all the problems and shortcomings they face. So we wanted to be the brand that does the opposite, sheds light on the great attributes of health professionals, celebrates their spirit, achievements and maybe even helps them get through the tough parts of their job. We want to encourage young people to join the profession not echo a conversation that discourages them."

The campaign that runs through May and June features real nurses and their stories and encourages healthcare professionals to share moments of their day and do one thing for themselves (even after they have done their most to help others) and grow their careers. It also rewards them with nice treats every time they share their stories!

Visit the campaign site and check real nurses stories in video on

https://www.happylast.co.uk/

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About Careerbuilder

CareerBuilder is a global, end-to-end human capital solutions company that helps millions of people find jobs and hundreds of thousands of employers to find, hire and manage the great talent they need. It's what we've done for over 20 years and we do it better than anyone else.

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Related Sectors:

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By combining advertising, software and services, we're able to lead the industry in recruiting solutions, employment screening and human capital management.

CareerBuilder is majority-owned by funds managed by affiliates of Apollo Global Management, LLC (NYSE: APO) and operates in the United States, Canada, Europe and Asia.

About Jobmedic.co.uk

Jobmedic.co.uk (previously known as Staffnurse.com) is the UK leader in online healthcare and nursing recruitment advertising. We boast the largest database of healthcare professionals including a large pool of healthcare vacancies across the UK (England, Scotland, Wales and Northern Ireland). Jobmedic.co.uk was acquired by Careerbuilder in 2010.

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