Global Recruitment Solutions
Helping healthcare recruiters to reach further than ever before, all from one, easy-to-use professional career portal.
Competition for healthcare talent is extremely high, not only locally, but on a global scale. This level of competition can only increase in line with higher demand for healthcare professionals. To successfully compete in this war for talent, you need to implement strategies to ensure you grab attention and stand out from the crowd. You need to think globally.
In a world where quality healthcare candidates have become a highly valued resource, talent acquisition teams have to go beyond a single source or method to find the talent they need. That's why the most successful talent attraction teams exercise a strong command over both **inbound** and **outbound** sources of candidates, maximising their reach at every opportunity.

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**Inbound**

The candidate applies first

**Inbound Recruiting**

Attracting candidates who are actively engaged with your brand, searching for new career opportunities even though they may not be ready to apply.

**Examples:** People find you in a job search, referrals who apply, attending career fairs, applications from social recruiting and visitors to your career site.

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**Outbound**

You contact the candidate first

**Outbound Recruiting**

Proactively searching for candidates who may, or may not, be seeking new career opportunities.

**Examples:** Contacting people through CV databases or professional networking sites, calling for referrals, or inviting interest through social media.

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In a perfect world with unlimited resources, your own social media team and little competition for talent, this balancing act would yield great results. However your world is not perfect, resources are anything but unlimited, social networking is resource intensive or remains “something to be implemented”, competition is cutthroat and the processes of candidate attraction and engagement becomes yet another priority amongst many others.
So we decided to do something about it.

What if you could access one solution that facilitates both inbound and outbound methodologies?

Grants access to both active and passive candidates?
Has a global reach far beyond any other solution today?
Provides access to your expat workforce?
Drives interest in your opportunities and highlights your organisation’s brand?
Incorporates best practice in candidate attraction methodologies?

And what if the entire process could be automated?
The Job Board. Reinvented.
Welcome to the job board for tomorrow.
MEDICAL.CAREERS.GLOBAL offers the next generation of recruiting in the Social and Mobile era; a fully integrated advertising solution that allows you to promote your employer brand, highlight your career opportunities and increase engagement on a global scale.

By leveraging internet search and social media technologies in all new ways, our solution ensures greater reach and visibility than you have ever achieved before.

Whether you are seeking applicants locally, nationally or internationally, or perhaps you need a way to reach your own expat workforce, this solution provides you with the exposure and tools you need.

Advertise Here. Reach Everywhere.

We’ve taken everything that’s good about a job board and online marketing, and updated them to better meet the needs of professional jobseekers and recruiters for today, and in the future.

• Global Job Board specifically targeting medical and healthcare professions
• Re-engineered to meet the “smartphone” era
• Proprietary Recruitment via Integrated Social Media (PRISM) not available or offered elsewhere
• Automated active and passive recruitment methodologies to manage both inbound and outbound recruitment strategies
• Global audience

In a recent survey of job seeker behaviour, 81% of respondents stated that they would routinely access between 2 and 4 job boards when seeking a new position.

Only 6% stated that print media and professional journals were how they found their next position.
Implementing the latest search engine optimisation technology, MEDICAL.CAREERS.GLOBAL has a first page presence in 54 countries with a combination of over 200 of the most popular search terms in medical recruitment.

This technology, constant refinement and integrated social recruiting methodologies enables your vacancies to be seen by the broadest spectrum of healthcare professionals.

International recruitment without leaving your desk.

*Visitors are not required to register in order to apply for a position. Figures correct as of July 2016.

*Overall site statistics. Individual advertiser’s statistics will vary depending on positions and locations advertised.
“Powerful pre-screening questionnaires allow us to quickly highlight the ideal candidates and start an immediate dialogue.

Any applicants not meeting our criteria are sent a personal, polite automated response explaining why their application hasn’t moved forward.

I cannot stress enough how much time and effort this saves my team and my company.”

David Carey
RX Recruitment
A Microsite to inform and engage.

Your microsite is your opportunity to provide more information about your organisation and engage with potential applicants.

- Layout is highly flexible and can include text, images, videos, local information and testimonials to assist job seekers to make an informed decision before making an application.

Microsites can be created to your specification by our expert design team or we would be more than happy to provide you with the blueprint to design your own.

Branding and imagery with direct links to current vacancies, your website / careers portal, and contact information.

Information about you as an employer; your location; lifestyle on offer; anything you believe relevant to generate interest.

Responsive Design for Mobile

About NHS Shetland

NHS Shetland is an acute health service in the country, and a unique setting in which to develop your career. We have a diverse rural population, with 5,060 staff. We are the only health service in the UK to cover a 3,000 square mile area. Our workforce is highly skilled and we are committed to developing our staff to ensure they have a rewarding career with us.

Living in Shetland

Shetland is a place where you can make your own decisions, both for and against the flow of events. The landscape, culture, and history of Shetland provide a unique setting for your career development.

Working at NHS Shetland

If you are looking for a career that offers you a unique opportunity to make a difference, then you have come to the right place.

Geography 60° North

Shetland is located in the North Atlantic Ocean, between the Shetland Islands and the Scottish mainland. The geographical location offers a unique opportunity to develop your career.

Include a video to inform and engage
Let’s get social.

The 2015 Global Recruiting Trends Report shows how social media has become a key tool in recruitment and amplification of your employer brand, with an increase of 74% over the last 4 years of direct hires having heard about positions via social media.

Introducing PRISM - Proprietary Recruitment via Integrated Social Media

MEDICAL.CAREERS.GLOBAL offers integrated multi-channel social network distribution, setting your jobs free to roam the most popular social and professional networking platforms; Facebook, Twitter, Google+ and LinkedIn. In fact we average close to 50,000 social referrals/month, and Sprout Social estimates our potential reach at 53 million across a 90 day period.

15-25% of your target audience are likely to actively go to a job board.

85% of your target audience may be reached by incorporating an effective social media strategy.

“Excellent results and somewhat effortless. Our jobs are posted automatically and the social media integration is excellent for generating leads. Our campaign has been running for over two years now and the quality applications keep coming.”

Leigh Skinner
Prospect Health
Let’s get social.

In addition to our established networks, organisations can connect their own social media channels, leveraging your own hard-earned networks and contacts to engage with each and every opportunity. We’ll have you set up in just a few clicks, then you can sit back as your networks automatically do the work for you around the clock, and with no additional effort.

Easily connect your own social media networks to your job advertisements and gain access to both active and passive job seekers.


Your vacancies will be automatically shared with both your networks and ours, while keeping your employer branding at the forefront to maximise engagement.
We make it easy.

We offer complete flexibility and support tailored to the needs of your organisation and your recruitment campaign. This is achieved through access to our experienced team of developers, designers, marketing gurus and a dedicated account manager to co-ordinate it all for you.

“Because of the nature of the online campaigns, we have been able to identify and work with the best candidates from each region. MEDICAL.CAREERS.GLOBAL not only provided far more quality candidates, but at a fraction of the cost, and most importantly, at a fraction of the effort.”

Brian Browne
Medacs Singapore

“We previously spent over £150,000 in journal advertising in an effort to attract the best candidates from, and in, each desired region.

No print deadlines to meet. All vacancies are automatically imported and distributed via social media with no need for our staff to do anything but await the applications.”

Brian Browne
Medacs Singapore
"I was amazed at how quickly everything was set up; in less than 48 hours we had a great looking profile, branded advertisements and every vacancy was live.

We have received so much interest and I didn’t have to lift a finger.

I have no hesitation in recommending MEDICAL.CAREERS.GLOBAL”

Anna Sanchez
HCA Healthcare

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### Working with us.

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<thead>
<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>Consultation to understand your specific needs and goals for your campaign</td>
<td>We create a branded profile, advertising template and banners for your organisation to your specifications incorporating existing branding</td>
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<tr>
<td>Once you are completely satisfied with design and layout, final technical testing takes place</td>
<td>Your current opportunities can be automatically reproduced onto our sites, while seamlessly integrating with your existing applicant management processes (e.g. your website)</td>
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<tr>
<td>Communication throughout the set-up process, changes made based on your feedback and recommendations from our marketing team</td>
<td>We guide you through the steps to connect all social media accounts for your organisation (Twitter, LinkedIn and Facebook)</td>
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Go live on medical.careers.global and careers.global

Reach further than ever before
Attract high quality local, national, international and expat jobseekers
More tools to power your campaign.

Our advertising packages and subscriptions are as flexible as you need them to be, with features that include:

- **Fortnightly newsletters to over 160,000 fully opt-in subscribers (and growing)** delivered directly to your potential candidate’s inbox.

- **Dedicated campaign e-shots** (fully dedicated to your message and your organisation).

- **Banner advertising in search results and throughout other locations in our site**.

- **Candidate Profile Alerts**; get notified every time a prospective candidate matching your criteria registers on our site.
Reducing costs. Increasing impact.

When you partner with MEDICAL.CAREERS.GLOBAL you save more than just time and effort; with so many features, our single-solution portal will help you make savings across your recruitment, advertising and marketing budgets by providing instantaneous access to your target audience.

By utilising internet technologies in all new ways, supported by our own in-house marketing gurus, this solution performs the work of a whole team of recruitment experts.

At a time when resources are limited, and the average cost per hire via agencies is so high, the savings that direct hire methodologies offer cannot be ignored. MEDICAL.CAREERS.GLOBAL provides you with the opportunity to engage with a diverse selection of candidates, directly, and on a global scale, with one easy-to-use and highly affordable solution.

Reach further. Engage interest. Hire more.
Let the world come to you.

Start your campaign today.

We offer highly affordable advertising subscriptions for healthcare recruiters, with personal support backed by development, design and marketing teams.

For further details, contact our specialist representative below.

Contact: +44 (0)203 2866 742

For your nearest representative, simply email advertising@careers.global or start your advertising account by visiting https://medical.careers.global