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## Maternity Collaborative Moray and Highland Maternity Services



I am excited to share news from the Maternity Collaborative for this month about our Marketing Campaign designed to support recruitment to Dr Gray's.

Our recently launched training videos and recruitment website have generated a lot of interest from both community members and potential candidates. We are so grateful for everyone's positive reaction. The fact that you assist in promoting the campaign has a genuine impact. We appreciate every single like, comment, and share you make. Together, let's make a true difference by putting those clicks into action! **Jane Gill**, Programme Director.

### The Main Recruitment Campaign Unveiled

We have launched our brand-new, exciting recruitment campaign on 23rd January 2024. Since its launch we have had 600+ hits on our new website and are already beginning to see interest from potential job applicants. This innovative recruitment campaign is aimed at boosting the maternity and wider healthcare teams at Dr Gray's Hospital using short films aiming to engage and connect with potential candidates.



The campaign emphasises Moray itself as our unique selling point, spotlighting the area's quality of life, aiming to attract individuals to join the healthcare teams here.

Alasdair Pattinson, hospital general manager, expressed gratitude to Keep MUM, the local campaign group, for facilitating the connection with Northport Studio.



**Alasdair Pattinson**  
Hospital General Manager  
NHS Grampian

"This collaboration truly reflects the spirit of community and dedication to building a brighter future for Dr Gray's Hospital."

"The significant investment in promotional films and the upcoming recruitment campaign underscores our unwavering dedication to achieving this goal."

The nationwide campaign will appear on SKY TV, via Google ads, social media and a host of other platforms as well as be promoted by professional bodies on their own websites and in their newsletters.

For the campaign we have launched a new dedicated recruitment site for the first time – highlighting current and future roles at Dr Gray's and Moray. One of the strap lines of the campaign is "Make a life, Not Just a Living" as we want to encourage families or future colleagues who want to set down roots in the area. As such – we have included information for families who may have other family members looking for roles in other industries.

### What could you do to help?

Could we please ask for your support - share the internet site and videos via your own social media and help us cement a bright and vibrant future for Dr Gray's Hospital.

Click or scan here to visit our dedicated recruitment website and watch our films.



### Collaborating with Northport Studio, our In-House Design Team and Ward 3 Staff

In addition to extensive in-house design and promotional work, the success of the recruitment campaign owes much to the collaboration with Northport Studio, a talented and recognised local film company.

Northport Studios worked closely with us to put our own staff at the heart of the film and, quite rightly, make them the stars of the piece. Their passion and creativity have truly brought our recruitment film to life.

The films are already generating excitement, they offer a unique and engaging perspective on the healthcare opportunities in Moray. The collaboration underscores the commitment of NHS Grampian to enhance maternity services and wider healthcare services at Dr Gray's Hospital. This collaboration is testament to NHS Grampian's dedication to attracting top talent and ensuring a vibrant future for the hospital and the Moray community.

Hear direct from our staff about why Dr Gray's and Moray is such a special place to live and work.



**Jane Gill**  
Programme Director  
Maternity Collaborative  
NHS Grampian/  
NHS Highland

"I am so grateful to one of our partners on this programme – Keep Mum who recommended local film producers Northport Studios to us. Since then, we've worked closely with Northport who have put our own staff at the heart of these films and, quite rightly, made them the stars of the show – bringing the recruitment film to life."

**Northport**



### Website Hits Surge Following Campaign Launch

In the first week since the launch of the recruitment campaign and promotional films, NHS Grampian is excited to report a surge in website traffic. The new website, featuring captivating content about Dr Gray's Hospital and the opportunities in Moray, has garnered significant attention from the public.

Jacqui Keddie, midwifery lead for Moray, expressed gratitude for the collaboration with Northport and shared the positive impact of the films in generating excitement.



**Jacqui Keddie**  
Midwifery Lead for Moray  
– NHS Grampian

"The surge in response to our campaign is very exciting and a testament to the appeal of Moray's healthcare opportunities."

The films, which put the spotlight on Moray's undiscovered beauty, have undoubtedly contributed to the increased interest in the opportunities offered by Dr Gray's Hospital.

Stay tuned for more updates on the website's success and the growing enthusiasm for healthcare opportunities in Moray.

[www.wishyouworkedhere.scot](http://www.wishyouworkedhere.scot)

Thank you for the feedback on the newsletters so far – we have reviewed all of the comments and hope to build some of the requests into this and future publications. Please keep that feedback coming.

Email: [gram.maternityengagement@nhs.scot](mailto:gram.maternityengagement@nhs.scot)



### NHS Grampian's Commitment to Maternity Services

As the recruitment campaign continues, Alasdair Pattinson reaffirms the commitment to enhancing healthcare services at Dr Gray's Hospital. The ultimate goal is to provide full consultant-led maternity services at the hospital by 2026.

Prospective candidates are encouraged to explore the captivating short films and witness the commitment to creating a thriving healthcare environment in Moray.

Discover more about the long-term vision for Dr Gray's Hospital and the commitment to welcoming new members to the healthcare team.



Make a life, not just a living,  
in the North of Scotland

Discover more at  
[www.wishyouworkedhere.scot](http://www.wishyouworkedhere.scot)

