

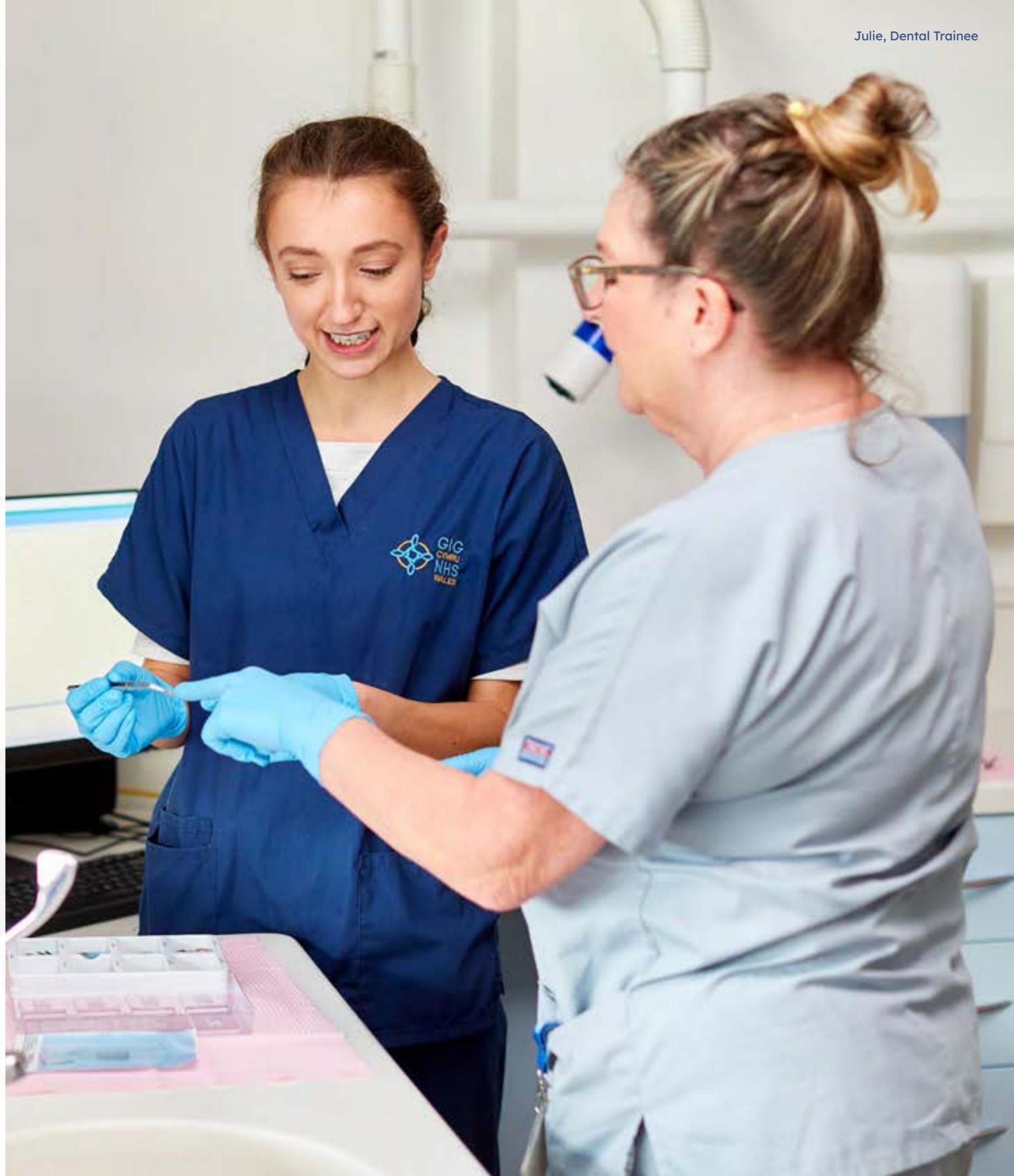
Introduction to Ambassadors



trainworklive.wales
#trainworklive

**Calling all healthcare
workers in Wales.**

Julie, Dental Trainee



TrainWorkLive needs you.

Introduction



Isabel, Pharmacist

TrainWorkLive supports current and future recruitment demands across NHS Wales. Through our established attraction campaign, we promote the benefits of NHS Wales and showcase what Wales has to offer as a country and feature healthcare professionals from a variety of backgrounds who have chosen to train, work and live in Wales.

We only feature NHS Wales trainees and employees to ensure authenticity. It is also what helps make our campaigns successful! We have had the pleasure of working with many healthcare professionals who have shared their stories, passion for their careers and why they choose Wales.

We also know there are many more colleagues out there who have equally wonderful stories that we want to celebrate and shine a spotlight on! And that is where you come in. We are looking for healthcare professionals from across NHS Wales to play a vital role in marketing Wales as an attractive place to train, work and live.

There are many ways to get involved with our campaigns; from featuring in our split creatives to submitting a real-life story for our website. The best part - you decide your level of involvement in the campaign

To find out more about us visit trainworklive.wales.



Owen, Dental Trainee

Choose your involvement

There are variety of elements that make up our campaigns, which means there are many ways you can participate.

However you decide to support the campaign, your involvement will be hugely appreciated! Your contribution will help to ensure NHS Wales continues to recruit and provide the best possible services that reflect the diversity of the people of Wales.

Here's a snapshot of what we do and what you could potentially get involved with.

Celebrating diversity

When we consider what culture means to us, it can be representative of many different things. It could be the language we speak, the music we dance and sing along to, our beliefs, the food we love to cook, or even the stories that we tell.

As well as highlighting the rich history, culture, and heritage that Wales has to offer, TrainWorkLive encourages potential ambassadors to celebrate and express aspects of their culture that is representative of our diverse NHS Wales workforce.



Campaigns



Jaya, Consultant Psychiatrist

Real life stories

Do you have a success story about moving to Wales or a story that would enthuse people to want to come and work in Wales?

Through your story, you will have the opportunity to inspire others by sharing your personal and career journey to date.



Arwel, Staff Nurse

Split creatives

TrainWorkLive uses split creative images to promote training, working, and living in Wales. These photographs showcase a 'split in two' combined image of the healthcare professional in their place of work and participating in their hobby or interest such as surfing, hiking, or cooking.

By featuring in a split creative image, you will be one of the faces of our campaigns. Your image could be used in our brochures, on social media platforms, targeted adverts such as Google, banners, posters, digital adverts, journals/articles and at national events.



RCGP 2023

Events

TrainWorkLive attend several national healthcare events throughout the year. Our bespoke stand showcases NHS Wales by featuring our ambassadors' images.

These images provide a great talking point, as the stand helps promote our NHS Wales roles and provides potential employees/trainees with the opportunity to talk to people already training, working, and living in Wales.



📍 Event locations where TrainWorkLive have exhibited

Take the reins of your pharmacy career today.



Get high quality, multi-sector training in a country full of adventure.



In Wales, we don't just offer a career, we offer a way of life.



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FIND OUT MORE



Emma, Pharmacist

Digital adverts

If you have ever used social media or Google, chances are you have encountered digital advertising. Digital adverts work by encouraging you to click on an ad, from where you will be redirected and provided with further information.

Our digital adverts work in the same way, with the goal to direct our target audience to our TrainWorkLive website.



Brochures

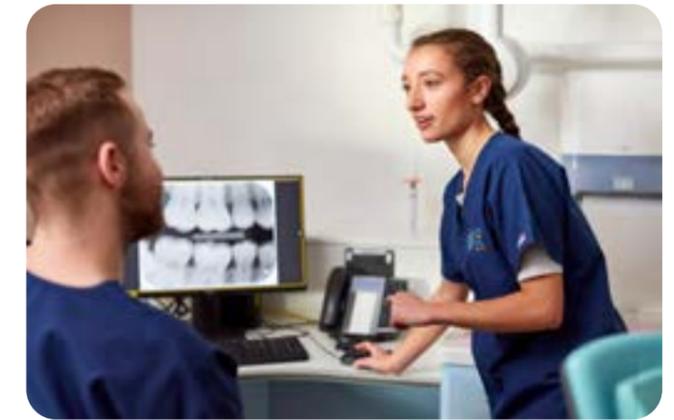
For each campaign, we produce a brochure providing details about the profession as well as Wales as a country. The brochures are used on our stands at events and a digital version is uploaded onto our website.

To keep our campaigns fresh, we're always evolving and trying to find new ways to engage with as many potential candidates as possible.

Roller banners

We have all seen pop up banners at events and conferences. These give a brief introduction to who is hosting the event or stand.

Using split creative images, our pop-up banners catch the attention of many people at healthcare conferences, who might have started off just browsing to see what is on offer, but inevitably stop to find out more about training, working, and living in Wales.



Julie, Dental Trainee

Videos

When you star in a TrainWorkLive video, you bring to life the pride you have in your role, supportive team working and highlight the opportunities available, alongside your passion for your hobby.

Our videos really do showcase that in Wales, we don't just offer a career, we offer a way of life.

Posters & billboards

Whether your image is on a wall, bus or displayed on a digital billboard, you cannot help but notice the split creative in all its glory.

Created to leave a lasting impression in any setting, our aim is to have audiences reaching for their devices to search for NHS Wales and what we have to offer.

Vlogs & blogs

Some people like to read information, others prefer to watch – so, as we strive to cater for all needs, we create both. Using real-life stories is what gives our campaigns personality.

We could talk all day (and we do!) about the wonders of Wales, the amazing training opportunities and being able to work in cutting edge facilities with great support, but there's nothing quite like hearing it first hand from someone who has followed a similar, if not the same path, as you.

Need a little more inspiration?

Visit our website to see our current campaigns.

Interested? These are the next steps...

If you are interested in supporting TrainWorkLive, we would love to hear from you! Complete the application form and one of the team will contact you to discuss details and confirm your suitability.

If we think you may be more suitable for a future campaign, we will notify you via email and keep your application on file.

Careersville



TrainWorkLive works closely with the Future Workforce Team, who also run attraction campaigns on Careersville.

Careersville is an ever-expanding virtual village, aimed at students and anyone exploring career and training opportunities in NHS Wales.

Through profession specific buildings, the cinema and skills library, Careersville houses stories from healthcare professionals who explain their role, what made them choose their career and what they enjoy about it.

The Future Workforce team are also looking for NHS Wales healthcare trainees and professionals to feature on Careersville. If this is something that you would also like to be considered for, you will have the option on the application form to let us know whether you would be happy for us to (or not) pass your details on to the Future Workforce team.

To find out more about Careersville visit careersville.heiw.wales.

FAQs

Do I need to get my managers permission before applying?

Yes. You will be asked on the application form if you have obtained your managers permission, as we will need to photograph you in your workplace. We appreciate that you may work in places such as busy wards where accommodating the addition of a camera crew is not feasible. Should this be the case, we will source an alternative location such as simulation suites, training facilities or consultation rooms which are not in use. Please note that you will need to be released from your duties to do this.

How long is the process of taking photos?

On average, we will need one day to take all the photographs required for our split creative images. Usually, half a day within your workplace and the other half of the day is used to photograph your hobby or interest, at a relevant location. You will need to make your manager aware of this when requesting their permission.

When will I know if I've been chosen to be in the campaign?

The TrainWorkLive team will choose the most appropriate applicants, based on the target audience for the specific campaign. If you have been shortlisted, we will arrange a call to discuss the opportunity in further detail, confirming your suitability and if you would still like to be involved.

Unfortunately, we do not have the capacity to include everyone who applies, in the campaigns. If you have not been successful on this occasion, you will be notified via email and your application will be kept on file for 2 years and may be taken into consideration for future campaigns.

How do I submit a real-life story?

To submit a real-life story for our website, we can either:

- arrange a call via MS Teams, conduct a mini-interview and we will draft your story for you to approve
 - provide you with a list of questions to aid you in writing your real-life story yourself. Once you are done, email it to us so we can proofread it and edit, if necessary
- Please complete the application form in the first instance and one of our team will be in contact to discuss your preferred method.

When do your campaigns run?

Our campaigns are spread throughout the year, focusing on different professions at different times. If you apply and we are not currently working on a campaign for your professional area, we will keep your application on file and contact you if/when we do.

Who are the target audiences for your campaigns?

We are particularly interested in applications from people who have moved to Wales to work for the NHS. This does not mean that we do not want applications from people who have always lived, trained, and worked in Wales though, as we believe everyone has a unique and interesting story to tell.

What is the process to be involved with the Careersville campaign?

If you choose to participate in both the TrainWorkLive and Careersville campaigns, we will work alongside the Future Workforce team to obtain all the images and your story on the same day, so we do not take up any more of your time than is necessary.

What happens if I am chosen to be in the campaign?

If you are chosen to feature in one or more aspects of our campaigns, a member of the TrainWorkLive team will arrange a suitable date with you to obtain relevant information and advise you of the next steps. If you are successful in being chosen for a split creative campaign, we will work with you to capture images of you in your workplace and of you participating in your hobby/interest.

For Managers

The aim of TrainWorkLive is to create attraction campaigns to support recruitment and help ensure NHS Wales has the workforce it requires to provide the best possible services for the people of Wales. To continue to build on the success of our campaigns, we need the support of NHS Wales healthcare professionals and their managers.

Has a member of your team expressed an interest in being part of a TrainWorkLive campaign?

When completing the application form, anyone applying to feature in a split creative, or attend an event, will be asked to obtain permission from their line manager. If you have been approached by a member of your team, asking if they can take part in a campaign but you feel you have not got enough information to make an informed decision, please contact us. We will be happy to discuss the campaign and answer any questions you may have. To get in touch, email us: trainworklive@wales.nhs.uk.

Do you have someone in your team who would be perfect for a TrainWorkLive campaign?

If you're a manager and think one of your team is a budding NHS Wales star and would be perfect for the campaign, please feel free to share this document with your staff member(s); perhaps during a team meeting or 1-to-1.

In Wales, we don't just offer a career,
we offer a way of life.

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Transforming the workforce for a healthier Wales