



Guide to GP Adverts

This guide is purely to provide suggestions and of course practices are free to advertise how they choose to.



What are you looking for in a GP?



Things to consider in the advert

- Sessional rate (research has shown that candidates may be put off applying if the sessional rate is not stated)
- Succinctly get across the **ethos or unique selling points** for your practice.
- Research conducted in Gloucestershire for GPs has shown that the things that attract GPs to practices are:
 - Flexible working (long days, short days, school hours, early/late starts and finishes, flexible patterns)
 - Strong practice management
 - Career development
 - Opportunities to specialise/develop an interest
 - Capped home visits (do you have nurse/AHP colleagues that support visits?) and knowing the number of patients per session
 - Focus on well-being
 - Supportive Practice
- If you have **Tier 2/skilled worked sponsorship** status then advertise this (NB. Around half of GP trainees across the Southwest are International Medical Graduates/IMGs so a higher proportion of GPs will need sponsorship on qualifying). If you need help sorting sponsorship please contact pcwc glicb.pcwc@nhs.net
- Opportunities for visits and informal discussions



Further areas for consideration in the advert

- Are you a training practice? If so, state this
- Coffee breaks/social events
- Informal mentoring of new starters (or for those that are newly qualified)
- **Support for the NHSE GP fellowship scheme** (locally branded Spark- this is for GPs who are within 12 months of qualifying and provides funded fellowship time. This includes opportunities for mentoring, coaching, peer support groups, educational sessions and project work. Further details can be found at: [The Spark Programme](#))
- Admin support, e.g. non-clinical workflow processing, GP Assistants, protected admin time
- Pharmacy support, e.g. pharmacy team, prescription processing (reducing GP workload)
- Other skill mix, e.g. physios, ANPs, dieticians
- Innovative schemes, e.g. PCN QI projects, which may support patient care, reduce GP workload, or provide opportunities for GPs to be involved
- Local schools/nurseries/transport connections
- If there are longer appts e.g. 15mins or extended appts for certain conditions then include this



What not to include

- Try to avoid buzzwords without true meaning or intent or the ones that appear in most adverts. For example, ‘forward thinking’, and ‘friendly’- what do you mean by this? Make sure you convey what makes your practice special.
- Take care including too much info about QOF achievement, particularly for salaried jobs, or high QOF achievement may be misconstrued as ‘we work too hard’. For partner roles, of course, finances/QOF will be more important.
- Care with the wording of ‘multi-site’ practices, as applicants might be worried about travelling and feel unsupported across multiple practices.
- Try not to be too rigid with requirements, where possible.

Where/how to advertise

- Places to advertise:
 - LMC
 - NHS jobs
 - Social media- Instagram, LinkedIn, Twitter, Facebook (there are dedicated pages on Facebook to advertise GP jobs e.g 'GP Jobs- UK')
 - current or previous GP trainees (good word of mouth from your trainees can be better than an advert!)
 - VTS scheme
 - Nationally, e.g. BMJ (consider costs of the latter)
 - From recent fieldwork GPs gave the following as the most checked places for job adverts- LMC (highest response), BMJ jobs, and NHS jobs. Lower down but still responses indicated they were checked were social media sites.
- Depending on where the advert is going, consider length and options to make it aesthetically pleasing or to stand out from the crowd
- Other options- how about a video advert? Some practices have seen success with video adverts (including songs for the creative among you!)
- **In this challenging climate, make your practice stand out and consider what will attract GPs.** We appreciate this isn't easy and may require a change from the ways things have always been done.

