

# NHS Volunteering recruiter engagement event

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# Agenda

- Welcome
- Recently on NHS Volunteering
- Next on NHS Volunteering
- Over to you
- Close

# **Recently on NHS Volunteering**

# NHS Volunteering news

## Site traffic – application activity

	Feb 26	Mar 26	Apr 26
Total unique users*	7,488	8802	6339
Searches made*	24,690	27,468	20,563
Opportunities posted	70	66	123
Applications	<b>459</b>	<b>421</b>	<b>510</b>
Indirect applications**	<b>607</b>	<b>603</b>	<b>532</b>

- Note that all values from Google Analytics are subject to an “opt-in” cookie policy that reduces visibility of traffic. These therefore show the minimum number of visitors and views.*

# NHS Volunteering news – functionality

## Lots of work in progress:

- Ongoing Search Engine Optimisation (SEO) to keep us near the top of the rankings on Google and other search engines
- Default 'Remote / From Home' filter
- Volunteer content review (clarity, consistency, and SEO)
- Home page review: specific to the recruiter experience

## Completed:

- Multi-factor authentication (MFA) user research
- Character count user research

# NHS Volunteering

## Promotional activity

- Reciprocal links:
  - Reach Volunteering
  - Royal Voluntary Society
  - Others in progress
- Press
  - LBC interview with NHS England Chief Executive Sir Jim Mackey
  - ITV piece with Angela Rippon promoting the Big Help Out, focussing on volunteering in NHS.



[NHS volunteer Angela Rippon visits Kings College Hospital lending help to patients and staff - Latest From ITV News](#)

# NHS Volunteering: behavioural observations

## Re-using adverts

- Good practice: use for roles that come up often (e.g. reception, meet and greet)

## Using NHS Jobs to recruit volunteers

- Good practice: as people searching on NHS Jobs are focussed on employment, your advert on NHS Volunteering will get better traction as people there are specifically looking to volunteer

**Coming soon**

# Next ...



## Volunteers' Week

- Case study shared amongst National Association of Social Providers
- Promotion on NHS Electronic Staff Record system 'carousel'
- Social media
- Links on the Big Help Out website
- Email to former NHS Responder volunteers



## Volunteer Fairs

- Jack and Sharon attending regional volunteer fairs to promote the service to volunteers (Newcastle, Manchester)

# User research: coming soon



Includes: search and filter improvements and pre-application questions

- You can email to register your interest – feel free to share this with volunteers too: [nhsvolunteersur@nhsbsa.nhs.uk](mailto:nhsvolunteersur@nhsbsa.nhs.uk)
- Let Sharon or Jack know you are willing to take part

# NHS Volunteering newsletter

- Get the next NHS Volunteering recruiter newsletter straight to your inbox
- Register here: [NHS Volunteering newsletter](#)
- You can find previous editions here: [Publications | NHSBSA](#)



**Over to you**

# Over to you...



- Questions



- Suggestions



- Participation
  - User research
  - Case studies
  - Quotes

# Help and guidance



**Knowledge base:**

<https://nhsbsa-live.powerappsportals.com/knowledgebase/category/?articlecategory=NHS%20Volunteering&id=CAT-05626&parentid=>



**Help and support for recruiters:**

[www.nhsbsa.nhs.uk/help-and-support-recruiters](http://www.nhsbsa.nhs.uk/help-and-support-recruiters)



**Help and support for volunteers:**

[www.nhsbsa.nhs.uk/help-and-support-volunteers](http://www.nhsbsa.nhs.uk/help-and-support-volunteers)



**NHS Volunteering website:**

<https://volunteering.england.nhs.uk/volunteer>

# Thank you

## Next event: 15<sup>th</sup> July

[nhsvolunteeringengagement@nhsbsa.nhs.uk](mailto:nhsvolunteeringengagement@nhsbsa.nhs.uk)

Slides available at: [The NHS Volunteering Stakeholder Engagement Team | NHSBSA](#)



[www.nhsbsa.nhs.uk](http://www.nhsbsa.nhs.uk)



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