



Health & Social Care Moray

Media release

Date of issue: 09.04.18

Recruitment video launched to tackle skills shortage in Moray

A new recruitment video aimed at attracting talented and ambitious individuals from all backgrounds to come and work in Moray has been launched.

Organisations teamed up to support the production of the promotional film which seeks to address Moray's skills shortage across a wide range of professions.

The six minute video, funded by Health & Social Care Moray, shows off some of the best aspects of living and working in Moray and stars professionals reflecting on their new lives having already made the move.

Dr Eric Janousek, GP at Culbin Medical Practice in Forres, features in the video and said: "We have a real diverse collection of GPs from all over the place. There seems to be a number of factors that draws people here – one is the innovation which is possible in a small area."

Amy Baker, a supply teacher who now calls Moray home, said: "They value you in the schools. There are lots of opportunities whether you want to work full time or part time. There are lots of opportunities for the kids as well."

Dr Pam Hardy, an accident and emergency consultant, was looking for a change of environment and started working at Elgin's Dr Gray's Hospital six years ago.

"It's truly the best thing I have done," she said.

Moray boasts a lively and active business community, said Nicola Horsburgh, tax director at Johnson Carmichael, offering the chance to progress in your chosen field. She is hoping others looking for a long-term career will follow in her footsteps.

Backing the video, Pam Gowans, Chief Officer of Health & Social Care Moray, said much work goes in to trying to address the challenge of staff recruitment and retention. The national shortages in professions such as GPs and consultants hits rural areas like Moray hard and vacancies can have a high impact on service continuity.

"We recognise that we need to find different ways of catching the attention of the people we need to fill our vacancies," she explained.



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“Producing the recruitment video with the potential to reach people all over the world through social media is a great example of joint working between organisations to get the most out of our recruitment efforts.

“Moray has a lot to offer in terms of being a great environment in which to work, live and enjoy leisure time. We hope that once people see the video they, too, will be touched by the magic of Moray and consider making the move here.”

The video, produced by Yellow Tractor, can be viewed at <https://youtu.be/jHFNbb3EVIQ>

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Notes:

The Public Bodies (Joint Working) (Scotland) Act 2014 set a legal framework for integrating health and social care in Scotland. Each health board and council was required to transfer some of its functions to new integration authorities. By doing this, a single system for planning and delivering health and social care services is created locally.

The integration authority in this area came into existence in the form of Moray Integration Joint Board (IJB) on 1 April 2016. Responsibility for planning and delivering the majority of adult health and social care services is delegated from Moray Council and NHS Grampian to this new body.

The IJB sets the strategic direction for health and social care staff who work in partnership as Health & Social Care Moray to improve health and wellbeing outcomes.