



make the right impression



Hyland Freeman - specialists in recruitment marketing



# To attract the best candidates and clients you need to make the right impression

Hyland Freeman specialises in providing cost-effective marketing and promotional support to the recruitment sector. As well as acting as marketing strategists, we provide advertising and public relations to a wide range of organisations in both the private and public sectors. Our experience has given us a unique understanding of the requirements of recruitment companies and departments including the need to:-

- Evaluate potential media and negotiate cost effective schedules to attract relevant high calibre candidates.
- Be the first point of contact for providing candidates with the best opportunity to attain career enhancement.
- Raise your profile amongst clients so you become exclusive or preferred suppliers.
- Implement cost effective, results led and cohesive marketing campaigns.
- Adhere to rigid deadlines and guidelines.

## Capability

Hyland Freeman has significant experience of the planning and implementation of successful marketing campaigns for recruitment companies and departments in the public and private sectors.

All design and artwork is carried out inhouse giving us complete control over deadlines and budgets.

Our low overheads and strong buying power allow us to be cost effective and offer true value for money.

We have a strong record of client retention and a reputation for high quality creative and cost effective work in all disciplines.

We provide results oriented creative designs with a proven record for producing effective campaigns.

We have full media recognition.

We offer an effective, strong and experienced planning and buying experience.

**TEMPORARY NIGHT DRIVERS REQUIRED**  
Based at Sowton Mail Centre

These posts are available until the end of March but might be extended. The position entails one weekly 8 hour shift and involves internal sorting work and driving in Decon from depot to depot. The shift starts Sunday 10.00pm/10.30pm and finishes Monday 6.00am/6.30am.

**Your qualifications**

- Applications must hold a clean C1 licence up to 7.5 tonnes.
- Driving hours regulations must be observed.
- You are expected to take an aptitude test, and successful candidates will need to attend an interview.

**We offer**

- £70.48 for the one weekly shift.
- Full uniform including footwear.
- Generous contributory pension scheme.
- 44 weeks annual leave pro rata plus public/bank holiday credits.

For an application form contact Employee Services  
Direct on 0845 6060234 quoting ref. EDE 44731. Closing date for applications is 18th January 2002.



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career focus | jobs / courses / services

13 January 2002

# BMJ careers



## General Practice Training Recruitment Special

General Practice Training Posts available for August 2001 will be advertised in BMJ January 13th issue.

Existing and challenging opportunities for doctors to train in General Practice.

We seek to recruit the best doctors into General Practice.

The UK Register of General Practitioners will be advertising all of the available vacancies in both 1 year GP Training Contracts and 2 year General Practice Trainees for August 2001 in the BMJ January 13th issue. There will also be a pack of practice details available in England.

The presence of vacancies in General Practice has led to a great deal of interest, knowledge and experience necessary to work in general practice for the needs of 1999 onwards.

For more 2000 issues will be advertised in the BMJ August 2000.

**Committed to excellence in General Practice**

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**Trent Region**

The Trent Region offers support for GP training in our well-regarded organisations that we designed to help meet your career aspirations. An education and training programme designed to give you an excellent opportunity for your future role as a General Practitioner in a modern NHS. We have access to a large range of training environments offering excellent entry and long conditions. The three categories are supported by Leicester, Nottingham and Sheffield/Hull/Derby.

**Key features of our training programme**

- Clear complete schemes
- Learning from experienced multi-specialist doctors on your individual development needs
- Flexible and tailored to help you complete your training
- 20 weeks training for 20 credits for those doctors who have completed the GMC component of training
- Full-time posts may be arranged
- Additional training for those wishing to achieve generalist status

**These are excellent areas for training in General Practice**

Barrow	Derby	Nottingham
Bradford	Leicester	Nottingham
Cheshire	Leeds	Nottingham
Derby	Leeds	Nottingham
Derbyshire	Leeds	Nottingham
Derbyshire	Leeds	Nottingham

All posts advertised in these areas have the approval of the Regional Training Committee.

Of England an applicant through central selection can only apply for one position in the Trent Region. Applications must be received by 15th August 2001. We will have the 15th August 2001.

**Key information applicants should know**

- All doctors are recruited through the Trent Region
- Applicants are available to work in the region
- Applicants should apply through the Trent Region
- Applicants should apply through the Trent Region
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Application packs are available from:

GP Recruitment Unit  
100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.



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## Trainee bus drivers - open day

Trent West Midlands, the leading provider of quality public transport within the West Midlands Region, is looking for suitable candidates to train as HGV Drivers for their Coventry Garage.

Visit Coventry Garage this weekend and find out for yourself the benefits of joining our expanding business.

- Progressive rates of pay - starting at £5.00 per hour
- Increasing to £8.75 per hour
- Basic 38 hour week - EARN MORE by working overtime
- Company Pension Scheme
- Free uniform and cleaning tokens
- Free travel concessions
- Obtain a professional qualification NVQ Level II
- Employee share scheme

Saturday 28th April 2001: 0830 - 6:00 hours  
Sunday 29th April 2001: 0900 - 4:00 hours  
Coventry Garage: 2 Ford Street, Coventry CV1 2WT  
For directions call 02476 87030

**TRAVEL WEST MIDLANDS**  
an equal opportunities employer

there's never been at better time to

# take the **plunge**

Ajilon is actively recruiting on behalf of a major financial client in the South East. Customer Acquisition will have 12 monthly work days experience in selling, customer service, being proactive sales. The following will also be considered:

- CRM Engineers, Web Area Data Network Specialist, Client Server Specialist, Implementation Co-ordinators,
- Ops Analysts (JCL), Analyst (Project Lifecycle, Structural Methods), Analyst/Programmers (IBM MVS, COBOL, DB2, CICS, DB/1 or Visual Basic 4), Project Managers and System Testers.

These individuals should possess a 2nd Degree, at least one year prior to being a Freelance Consultant.

**The freedom of freelancing is easier than you think**

Are you looking for a new challenge? Are you looking for working on a flexible business contract? Working out to a business contract is easier than you think. If you would like yourself, you can avoid the stress of a full-time contract after the phone and phone the number below.

Phone: 0800 384000  
 fax: 01782 208002  
 Email: sharonjohnson@ajilonff.co.uk



## GET THE SACK THIS CHRISTMAS!



It is not only Santa's busiest time of the year, it is also ours. If you are enthusiastic, reliable and aged over 18 years, we need your help to sort and process some of the millions of cards and other mail located in our main sorting depot Birmingham Mail Centre, St. Stephen's St. Arden, vacancies are available from the beginning of December for a three week period.

Full training will be provided and you need not be flexible as working times will vary. Various shifts are available with start times 0630 - 0800 (finishing between 1300-1500 and 1700-1730) finishing between 2130 - 2215. Excellent working conditions are offered together with a wage of £5.16 per hour + uncapped payment where appropriate.

You will be required to pass an aptitude test and interviews will take place in November.

For an application form call 0121 380 4032, write to Personnel, Birmingham Mail Centre, St. Stephen's Street, Birmingham B6 4AA.

Or visit our web site [www.royalmail.com](http://www.royalmail.com)  
 Closing Date: 31st October 2001  
 Royal Mail is an Equal Opportunity Employer



## Services

- Advertising
- Corporate Identity
- Design
- Exhibitions
- Marketing
- Media Planning
- Public Relations
- Publications
- Training
- Web Design

## Area of expertise

Hyland Freeman has vast experience of creating recruitment campaigns for blue chip organisations, recruitment companies, and government bodies and departments including:- Accountants on Call, Adecco Plc, Ajilon IT, Bass Inns and Taverns, General Practice Unit, King's Fund, The Law Society, The Metro, McDonalds, NHS Executive, Royal Mail and Travel West Midlands.

The agency has planned and implemented multimedia marketing campaigns involving above and below the line advertising, direct mail, open days, road shows, exhibitions, job specification manuals, public relations, promotions, media relations and training programmes.

Hyland Freeman's expertise is not confined to recruitment, we are a full service agency offering strategic marketing, advertising, media planning and PR for a wide variety of clients, in consumer, business to business and public sectors.

Hyland Freeman is an equal opportunities employer

## Catch the best freelance contracts with Ajilon

Ajilon is actively recruiting on behalf of a major financial client in the South East. Customer Acquisition will have 12 monthly work days experience in selling, customer service, being proactive sales. The following will also be considered:

- CRM Engineers, Web Area Data Network Specialist, Client Server Specialist, Implementation Co-ordinators,
- Ops Analysts (JCL), Analyst (Project Lifecycle, Structural Methods), Analyst/Programmers (IBM MVS, COBOL, DB2, CICS, DB/1 or Visual Basic 4), Project Managers and System Testers.

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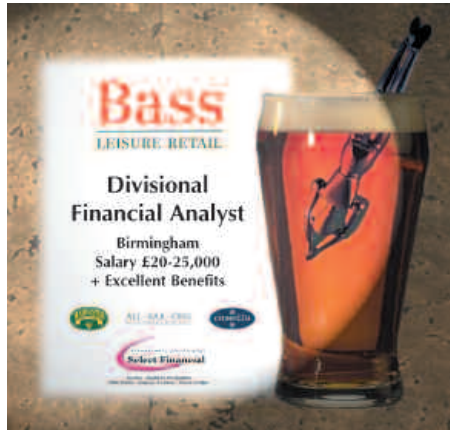
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## West Midlands PAM Leadership Programme

### Leading the Field

Can you lead the field and inspire others?  
 Do you want to advance your career?  
 Do you want to achieve your full potential?

The West Midlands PAM Leadership Programme provides an equal opportunity for female PAMs to develop their skills and improve the quality of care. There is a variety of potential progression from this initiative and it includes training, coaching, mentoring, and support. The programme is designed to help you achieve your full potential.

Applications can only be received by people working in the West Midlands Region, for details and an application form contact:

Linda Dunn or Jean Sola NHS Executive (West Midlands)  
 0121 426 8950  
 or visit our web site [www.nhs.org.uk/leadership](http://www.nhs.org.uk/leadership)  
 All forms must be submitted by 18th August 1999




## **Advertising**

Press  
Radio  
Television  
Media planning  
Recruitment  
Web design

## **Design**

Creative Concepts  
Finished Artwork  
Posters  
Leaflets  
Invitations

## **Marketing**

Event management  
Exhibition / Display posters  
Media Relations  
Project Management  
Public Consultation Programmes  
Public Meetings  
Public Relations  
Research  
Strategic Planning  
Training Programmes

## **Clients**

Ajilon plc  
Aventis Pharmaceuticals  
Birmingham Central Library  
Birmingham City Council  
Birmingham Health Authority  
Birmingham International Airport  
Corin Medical  
Central Trains  
Groundwork Foundation  
The Law Society  
Midland Medical Technologies  
Midland Metro  
National Express Group  
NHS Executive  
Royal Mail  
Save The Rhino  
Solihull Health Authority  
Staffordshire County Council  
Travel West Midlands  
UK Science Park Association  
Warwickshire County Cricket Club

Hyland Freeman has specialist experience of the recruitment sector and can help your organisation make the right impression to attract the best candidates and clients. Please contact us for an initial consultation followed by speculative creative proposals and creative concepts.



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