



Campaign Key Facts & Figures

November 2020

1. What is Pharmacy Futures NI?

Pharmacy Futures NI is a campaign that aims to attract pharmacists, pharmacy technicians and pharmacy staff to come and work in Northern Ireland.

More than 1,100 additional roles in the pharmacy sector in Northern Ireland will be required over the next five years. The search and recruitment is supported by the campaign.

Pharmacy Futures NI is led by Pharmacy Forum NI – the professional leadership body for pharmacists in Northern Ireland – in partnership with the Department of Health for Northern Ireland.

2. Who is it targeting?

Pharmacy Futures NI is initially aimed at:

- a) students thinking of entering the profession; and
- b) pharmacists working away from home who may be thinking of returning to Northern Ireland.

The campaign will promote pharmacy as a career of choice in Northern Ireland – underpinned by greater opportunities for career progression, a fully integrated health and social care model, lower cost of living and higher quality of life. Through the campaign, we will highlight the exciting new era into which the pharmacy profession in Northern Ireland is entering.

3. Why are we running it?

Over the past decade the demand for pharmacists has increased significantly as hospitals have introduced seven day working and new roles have been created in the hospital and general practice sectors – many of which have been filled by experienced community pharmacists.

The pharmacy profession has also been evolving from the traditional dispensing of medicines to a more central, patient facing clinical role. This expanding role of pharmacists, supported by pharmacy technicians and adoption of technologies, will only increase demand.

While all of these factors have placed enormous pressures on the existing NI pharmacy workforce, they have given us an opportunity to recruit additional pharmacists, alongside skilled pharmacy technicians and pharmacy support staff.

4. How are we recruiting?

To get the campaign off to a strong start, we have asked employers to advertise community, hospital and other pharmacy jobs on the following websites:

- ✓ www.nijobs.com
- ✓ www.nijobfinder.co.uk
- ✓ www.indeed.com
- ✓ www.jobs.hscni.net

And **locum jobs** on the following sites:

- ✓ www.claritylocums.com
- ✓ <https://locatealocum.com>
- ✓ www.uca.org.uk/sign-locum-membership

The campaign website – www.pharmacyfuturesni.com - will signpost candidates to job opportunities in all sectors of pharmacy listed on the above job websites.

5. When is the campaign taking place?

The campaign will launch to the press and profession on **9 November 2020 and run until early January.**

6. Where can I find out more information?

- ✓ Campaign **website**: www.pharmacyfuturesni.com featuring information about the profession, living and working in NI, current vacancies, short videos featuring pharmacy employees and key figureheads in the NI sector and campaign resources - digital assets and templates
- ✓ A **Pharmacy Futures NI LinkedIn group**: www.linkedin.com/groups/8989768 which will serve as an online forum to promote the profession in NI and the work that the pharmacy team does and to handle any career-related questions
- ✓ **Facebook**: www.facebook.com/PharmacyFuturesNI
- ✓ **Twitter**: see the Pharmacy Forum NI twitter account <https://twitter.com/PharmForumNI> for campaign posts, hashtag **#PharmacyFuturesNI**
- ✓ The **Pharmacy Futures NI Champion Network**: this comprises over 30 professionals from across the sector who have agreed to help get the word out on the job opportunities available in NI and to promote the profession here in the longer term. See: <https://pharmacyfuturesni.com/speak-to-someone-who-knows>
- ✓ Via key stakeholders working in the healthcare and pharmacy arena
- ✓ Coverage in the NI regional and local press as well as pharmacy industry press