Recruiting tomorrow's Clinical Oncologists, **Today**

Campaign launch, 20 May 2026

WEST MIDLANDS RADIOTHERAPY NETWORK

East Midlands Radiotherapy Network

Welcome

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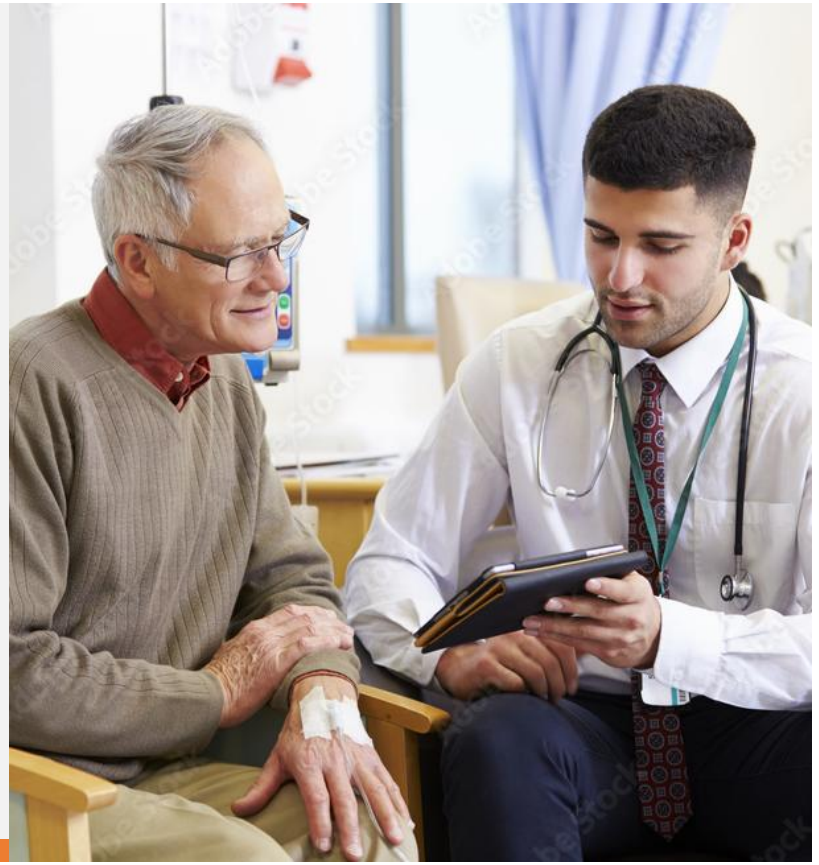
Agenda

- **Welcome introduction and housekeeping**
- **Why this matters now by Dr David Fackrell**
- **Leopard Co to provide overview of:**
  - Campaign vision and purpose
  - ‘Look at Life’ professional networking events
  - Studio content examples
  - Context for social media
- **Recruitment is a collective effort by Patricia Barnett**
- **Any questions?**
- **Close and next steps**



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Welcome

1-hour webinar to introduce our campaign:
Recruiting tomorrow's Clinical Oncologists, Today

You will hear from **Dr David Fackrell**, **Patricia Barnett** and our marketing agency, **Leopard Co**

Opportunity for questions at the end of the webinar, but please add any questions using the chat function as we go as these will be monitored

We will be using Mentimeter throughout the webinar as an interactive tool to ask questions and engage with your thoughts

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Why this matters now

Dr David Fackrell.
Training Programme Director,
West Midlands

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Purpose of the webinar

- Tell you about our innovative digital careers promotion campaign
- Ask for your help in reaching Foundation Doctors and improving awareness and understanding of clinical oncology as a career option

Why I'm supportive of this campaign

- Valuable insights gathered previously – need to use them!
- Need to do something different

Recruiting and inspiring future oncologists is a shared responsibility

- National players and local champions together
- Everybody, Somebody, Anybody and Nobody
- Let's achieve more than the 'sum of the parts'

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Overview Clinical oncologist workforce stats

Data from the RCR Clinical Oncology Census Report 2024

Consultant clinical oncologists (CO consultants), October 2024	East Midlands	West Midlands
Workforce overview		
Headcount		
CO consultants	74	92
of which, locum	14	13
Locums as % of workforce	19%	14%
CO specialty trainees (as of 31 Dec 2024)	37	22
CO trainees as % of CO workforce	33%	19%
Total CO headcount (consultants, SAS doctors and trainees)	**122**	**129**
CO consultants	69	87
CO consultants as % of consultant oncology workforce	61%	72%
Vacancies and LTFT working - CO consultants		
Vacancies (WTE)	13	12
Vacancy rate %	16%	12%
Proportion of cancer centres with at least one vacancy unfilled for a year or more	60%	100%
Workforce growth and attrition		
CO consultants (WTE) forecast to retire within five years %	12%	21%
Forecast CO consultants (WTE), 2029	86	101
CO consultants (WTE) forecast annual growth % - next five years (to 2028)	4%	3%
Workforce per population[2]		
CO consultants (WTE) per 100,000 older population (50+ yrs)	3.5	3.7

Health Education England competition ratios

Clinical Oncology

Year	Applications	Posts	Competition ratio
2023	171	136	1.26
2022	194	115	1.69
2021	203	86	2.36
2020	170	49	3.47
2019	135	54	2.5

Medical Oncology

Year	Applications	Posts	Competition ratio
2023	187	92	2.03
2022	214	88	2.43
2021	212	79	2.68
2020	185	39	4.74
2019	151	41	3.68

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Overview Clinical oncologist workforce stats

Data from the RCR Clinical Oncology Census Report 2024

Workforce shortfall estimates - CO consultants	East Midlands	West Midlands
Overall estimated shortfall *(average of estimates A and B)*		
CO consultant workforce shortfall (WTE)	**24**	**24**
CO consultant workforce shortfall %	**26%**	**22%**
2029 Forecast CO consultant workforce shortfall (WTE)	**33**	**40**
2029 Forecast CO consultant workforce shortfall %	**28%**	**28%**

West Midlands SpR fill rates

Dept.	Posts available	Posts filled
RWH	8	4
SaTH	5	3
UHB	16	7
UHCW	7	4
UHNM	5	2
WAH	3	2

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Introducing Leopard Co

IPA Member Agency

CIPR CORPORATE AFFILIATE

- Born in 2023, but with 25 years of marketing experience through the heritage of Big Cat and spottydog communications
- 25 strong team with experts across Paid, Earned, Shared and Owned Media marketing tactics
- Specialist sector experience working with clients across the healthcare sector including the NHS, health charities, private sector providers, pharmaceutical and medical device companies
-
- PR Moment Newcomer Agency of the Year 2025

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In good company

What first inspired you to choose your speciality?

What one word/short phrase describes why oncology is such a rewarding speciality?

Campaign vision and purpose

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Long term goals

Develop digital communications strategy and support delivery to engage with F1 & F2 doctors to showcase clinical oncology as a specialism to build pipeline of future Specialist Registrar talent in the Midlands

Help foundation doctors imagine and understand the life of a clinical oncologist.

Empower them to make choices that enable them to work to live, not live to work.

Audience

For this campaign, our focus is on foundation doctors who are interested in a career in Clinical Oncology, as well as those who already have a career in Oncology to support and grow the profession.

It is also important that we are reaching and influencing the foundation doctors who are not getting exposure to Oncology, and perhaps do not yet know that they may be interested in a career in oncology.

1. We will be recruiting an F1 or F2 influencer to help reach and influence other foundation doctors when choosing specialities
2. Reaching registrars or consultants who are interested in influencing the next generation
3. Inform those who are interested in clinical oncology as a speciality

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Insight into F1 and F2 audience

The Transition from Medical Student to F1 Is the Steepest Learning Curve

Career Uncertainty Is Common During F2

Administrative Load Is Higher Than Expected

Burnout Risk Peaks Early

F2 Is a Transition Year Toward Autonomy

Portfolio and ARCP Requirements Shape Behaviour

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F1 and F2 decision timeline

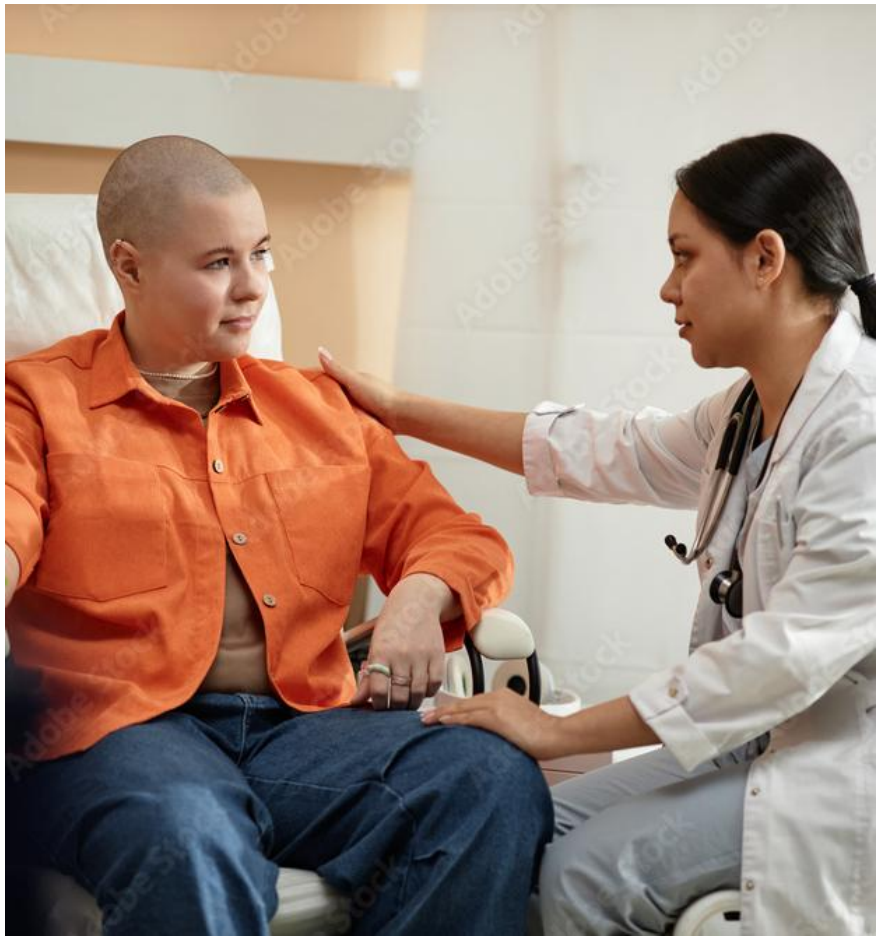
F1: Exploration Year

Aug–Dec	Jan–Apr	May–July
Finding Your Feet	*Starting to Explore*	*Considering Options*
• *Focus on surviving, not choosing*	• *Tasters & early CV building*	• *Thinking ahead, not committing*

F2: Decision Year

Aug–Oct	Nov–Jan	Feb–July
Application Time	*Interviews & Exams*	*Reassess Plans*
• *Decide & apply early*	• *Finalising your choice*	• *Offers, F3 Year, or gap year ?*

*Most **Must** **Decide** **BEFORE** End of Early F2*



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Our strategic platform

Look at life: In Clinical Oncology

We need to help Foundation Doctors imagine and understand the life of a clinical oncologist

The new generation of Foundation Doctors enter the profession with ideals about their future life – empowered to choose their path that best fits their own personal life choices – work to live, not live to work

Using existing Clinical Oncologists to champion the career choice they have made builds trust and is an authentic way to deliver communications

Key elements

Look at Life: in Clinical Oncology

Friends

- ✓ Use ‘friends’ as the route to cascade messaging:
  - ✓ Clinical Oncology Champions x11
  - ✓ F1/F2 Social Media influencer

Facts

- ✓ Content pack to share with partners
- ✓ TikTok, YouTube content
- ✓ Repurposing existing Facebook channel
- ✓ Create Linkedin channel

Champions

Working with 11 champions across the Midlands region to share their direct experiences in Clinical Oncology, as well as highlighting how good the work life balance is in the midlands

F1/F2 Influencer

We will recruit one influencer to share content about their life in the NHS, personal experiences and practical tips for med students and other junior doctors

Professional networking events

F1 & F2 students will be invited to see first-hand practical insights for what it’s like working as a Clinical Oncologist

Life benefits

Although taking a lower priority, as F1 & F2s do consider lifestyle factors when making career choices, a small element of editorial content will focus on life outside of clinical oncology

The role of Champions

We are looking for a number of local and regional ‘champions’ to influence and recruit the next generation of clinical oncologists, and showcase clinical oncology as a specialism, to build a pipeline of future Specialist Registrar/Consultant talent across the Midlands.

Using your experience, this will help build a foundation of trust and is an authentic way to deliver communications.

This is about empowering the new generation of Foundation Doctors entering the profession to choose the path that best fits their own personal life choices – work to live, not live to work.

Our champions will act as visible advocates for the speciality, inspiring and supporting medical students and junior doctors to consider a career in clinical oncology.

Time commitment:

- Ongoing until early 2027 as a local champion
- As and when, rather than specific sessions/days of the week to include:
    1. Help organise and attend a minimum of one ‘Look at Life’ professional networking event
    2. Being the point of contact for Foundation doctors to direct questions to
    3. Supporting on social media

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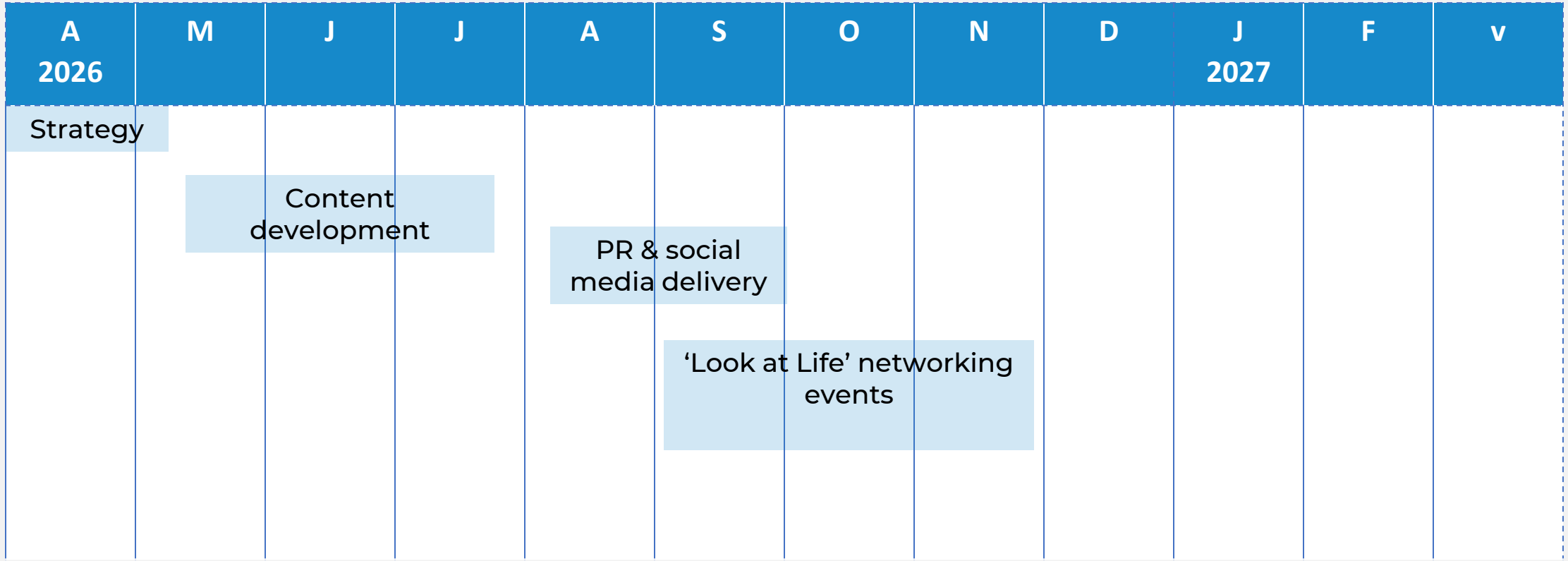
Campaign Timeline



Measuring success

There are currently around 500 F1 & F2's in training within the West Midlands Deanery (and similar in the East Midlands), our hope would be to engage with around 30% of the community to result in them actively considering pursuing Clinical Oncology as a specialty.

Although actively recruiting F1 & F2s from outside the region is not a specific goal, a measure of success of this programme would be benchmark the current level of applicants from outside Midlands and compare this to interest levels in the future.

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What barriers do you currently see in engaging F1 & F2 doctors?

How do you think we could engage with F1 & F2 doctors in non-Clinical Oncology settings?

Look at Life

Professional networking events

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Overview of events

Duration: 1-2 hours

A chance for foundation doctors to learn about a career oncology and hear first-hand what it's really like. They can hear how patients are treated, the benefits to working in clinical oncology, why doing it in the Midlands is also beneficial.

- The first 15-30 minutes of the event will be dedicated to a Champion introducing the event, briefly why Clinical Oncology and what resources are available.

- There will then be an opportunity for a 'speed dating' style event for the F1 & F2 doctors to ask the more senior members of staff about a working life in oncology and their work-life balance in the Midlands.

- The earlier open house events will be supported in person with Leopard Co and the Radiotherapy Network, and future events will be led by the champions (with the Radiotherapy Network in attendance providing support).

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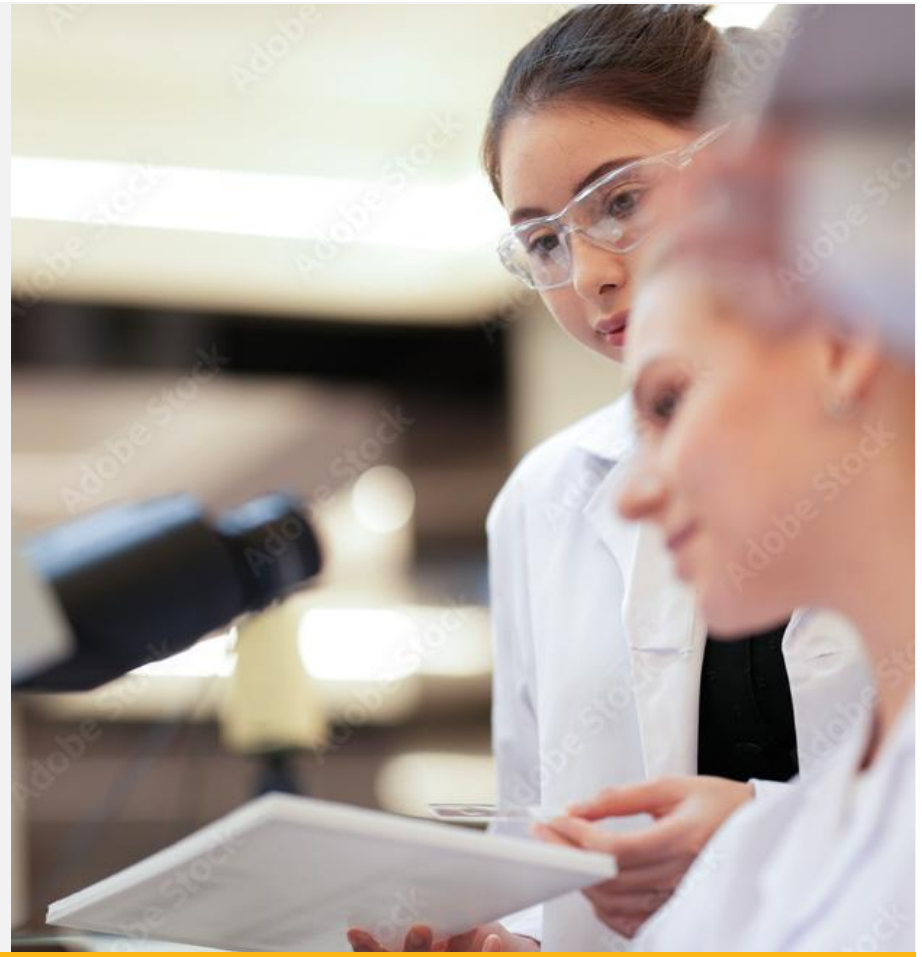
Roles & responsibilities

Leopard Co to run first two events: one in person and one virtual. The first event will take place early in September.

A handover will be created to allow the Champions to then take over with hands on support from the Radiotherapy Network.

- Key organisational elements:
  - Schedule date and book venue
  - Create invitation and issue to students
  - Ensure attendance of Clinical Oncologists for networking
  - Name badges for all attendees
  - Agree Champion spokesperson and brief
  - Agree designated host of the evening
  - Catering



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Is there anything you need in order to do this?

Creative Examples

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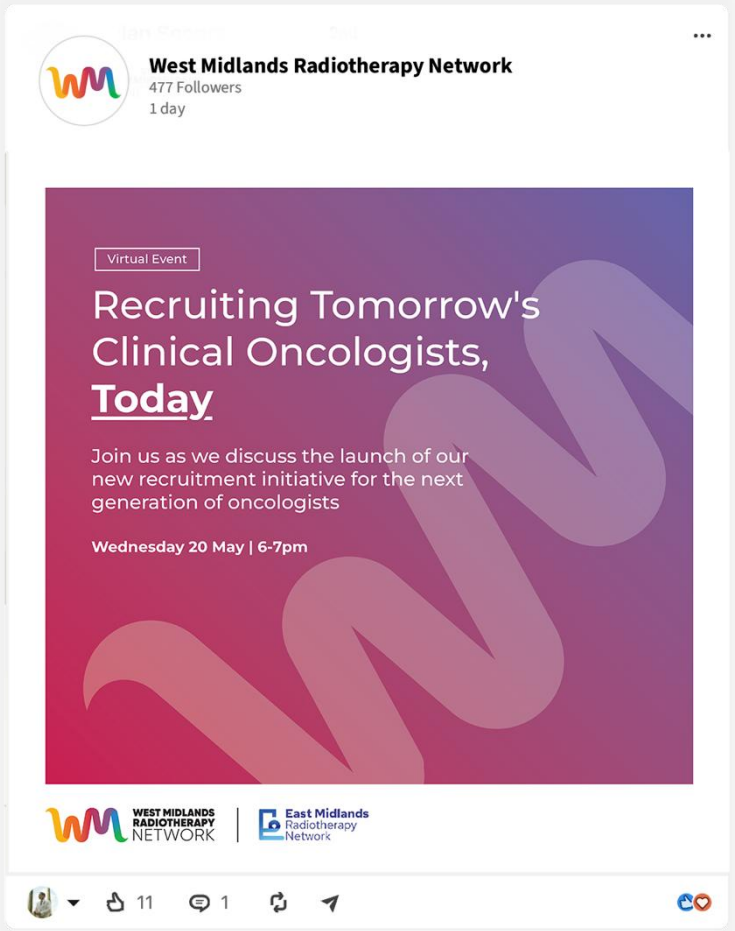
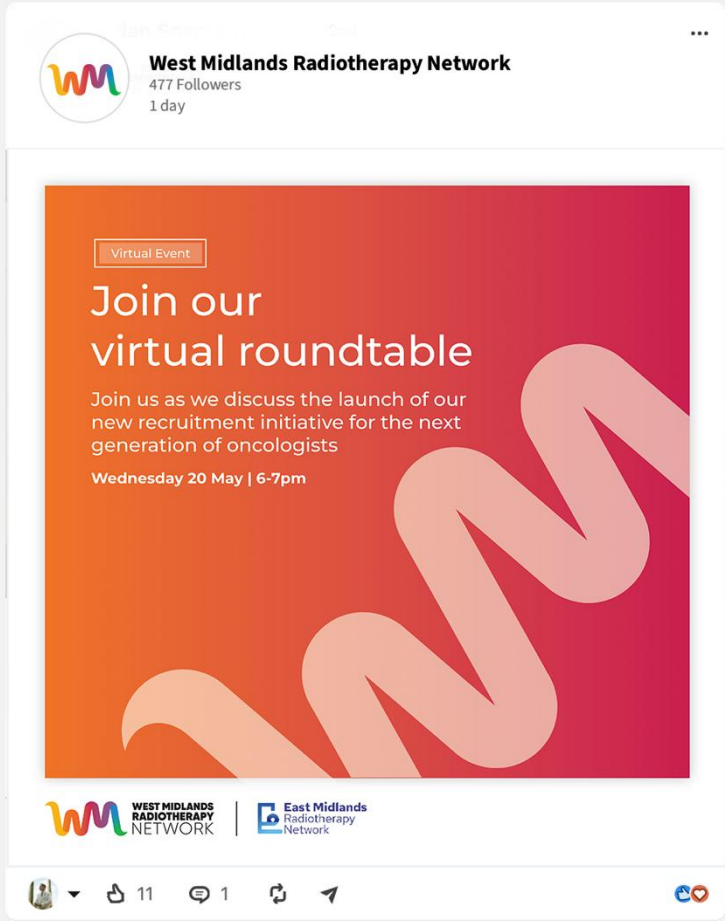
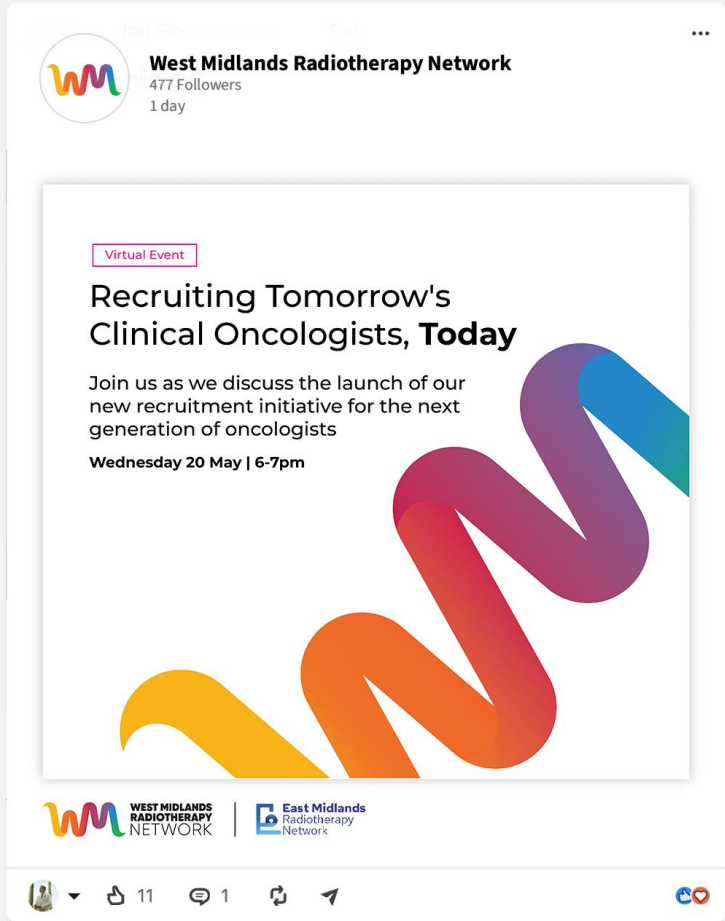
Social Posts – Pattern Based







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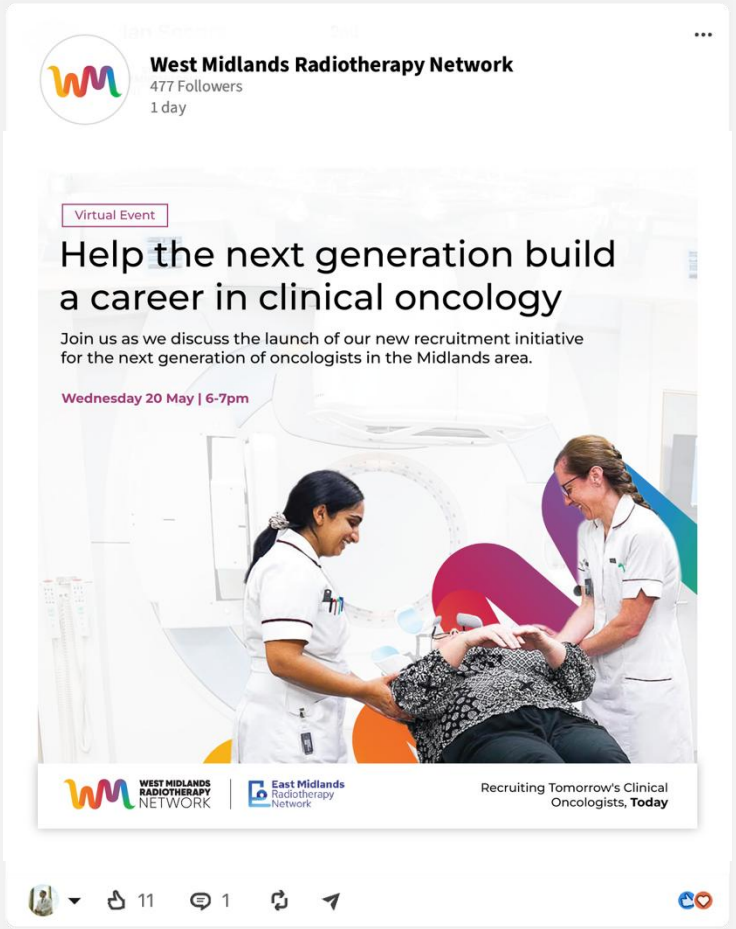
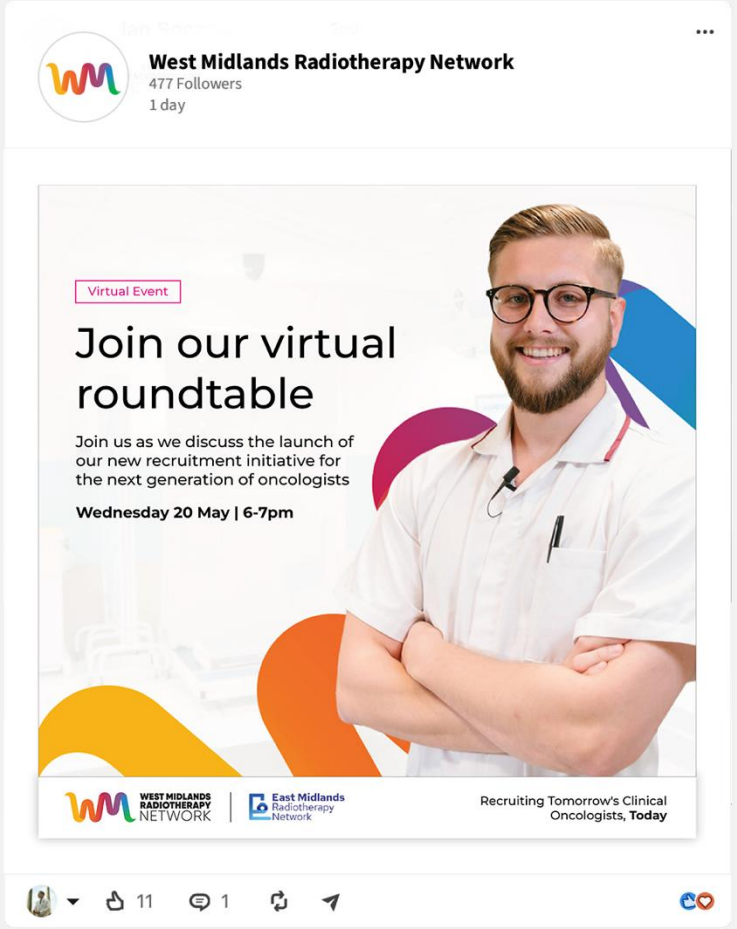
Social Posts – People





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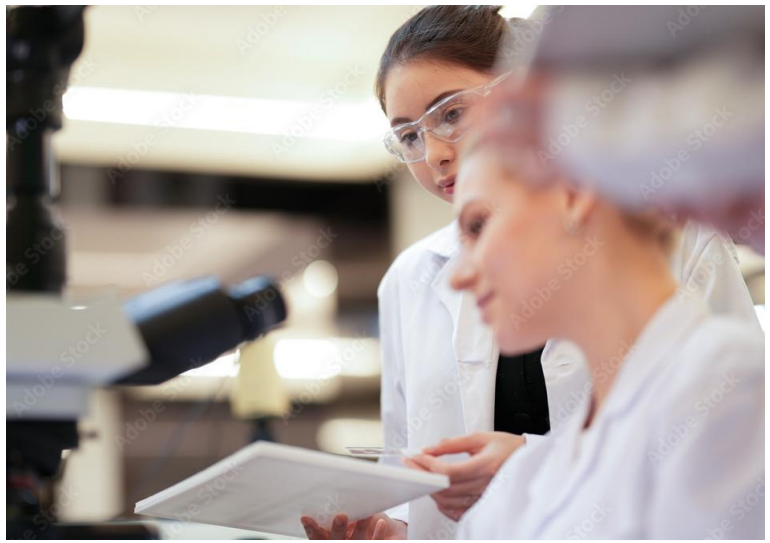

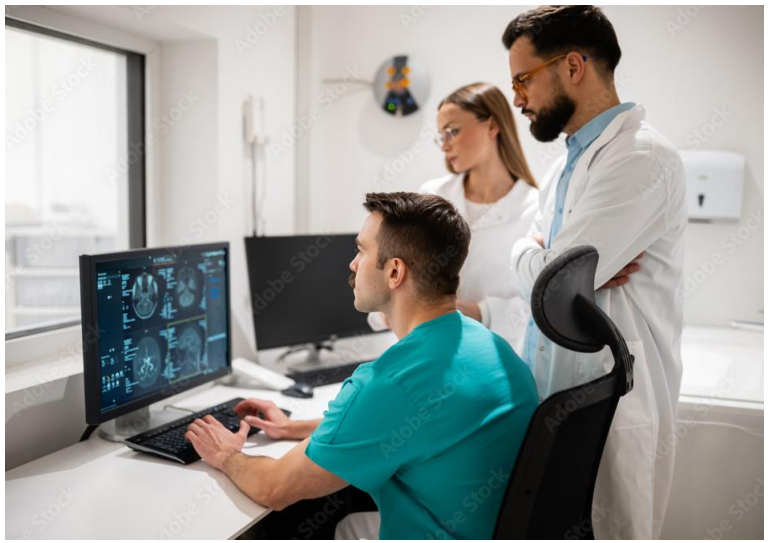

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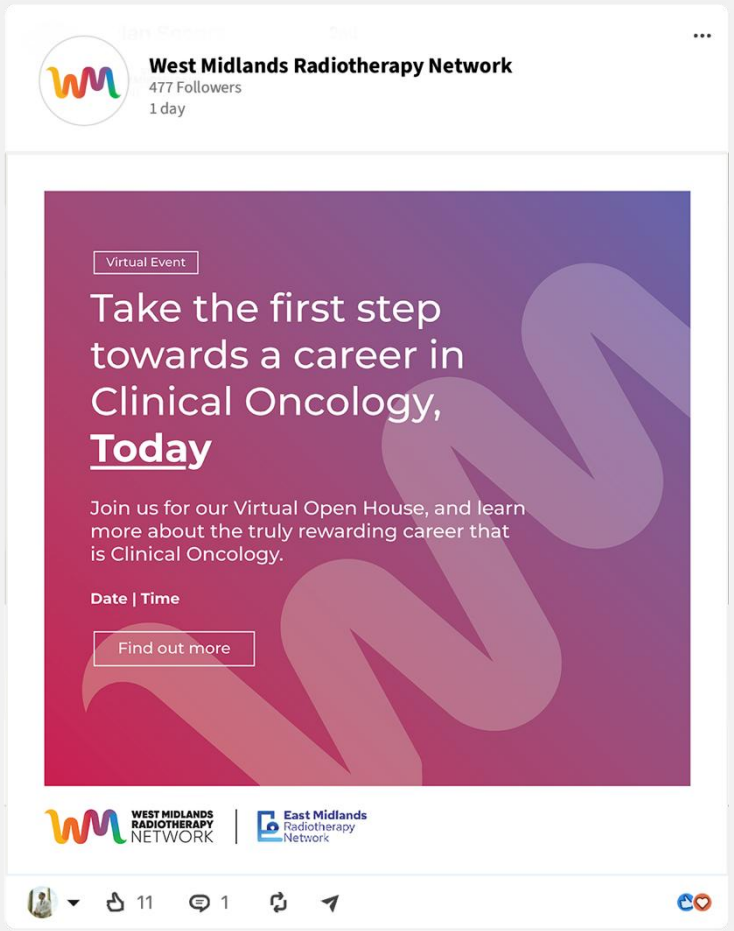
Event Post - Online



Example post copy:

A career in medicine, that still offers the benefits of good work life balance?

It sounds too good to be true, but it's a reality when you choose Clinical Oncology.

Clinical Oncology offers you a truly diverse, unique and rewarding speciality that combines patient care, cutting-edge science and real career flexibility. You'll be at the heart of a patient's care, whilst being supported by a collaborative team of other specialists to drive treatment programmes for patients and support their families.

Join us on the XXth September, for our virtual Open House and see how we're helping to shape the next generation of clinical oncologists and all the benefits of such a rewarding specialism.

As demand for cancer services continues to grow, so does the need for a skilled, compassionate, and forward-thinking radiotherapy workforce. And we're taking the first steps to make the Midlands a leading force for Radiotherapy careers.

Hear from peers, trainers and others and learn more about what life could look like as a Clinical Oncologist.

Click the link below to register

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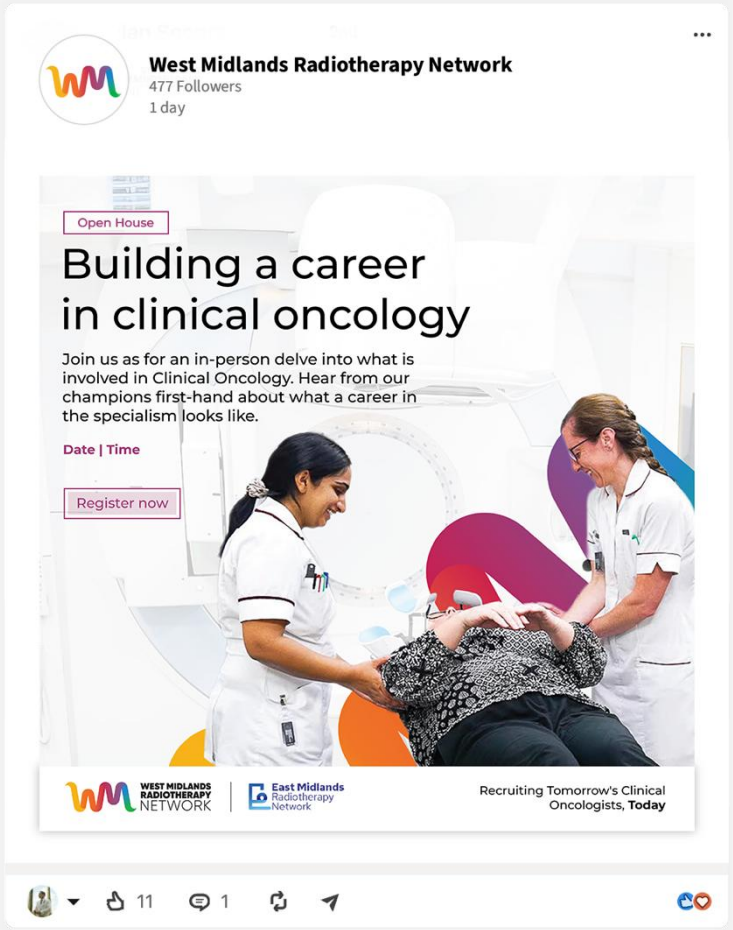
Event Post – In person event



Example post copy:

Clinical Oncology is more than just a career choice, it's the chance to have real impact on patients lives.

Clinical Oncology is one of the most dynamic and rewarding specialties in medicine – combining cutting-edge technology, multidisciplinary teamwork, and the opportunity to build meaningful, long-term relationships with patients.

The West Midlands Radiotherapy Network is excited to be hosting a series of events dedicated to Clinical Oncology. Join us on XX at XX to hear from clinicians and trainers about the benefits of working within the oncology specialism.

Whether your interests lie in clinical care, research, innovation, or advanced treatment techniques like radiotherapy, oncology offers a uniquely varied and impactful career path.

Through this initiative, we're creating clearer pathways into the specialty for you, offering greater exposure to oncology, and the incredible impact that the specialty has for people all over the world.

Hear from peers, trainers and others and learn more about what life could look like as a Clinical Oncologist.

Click the link below/in profile to register for more information.

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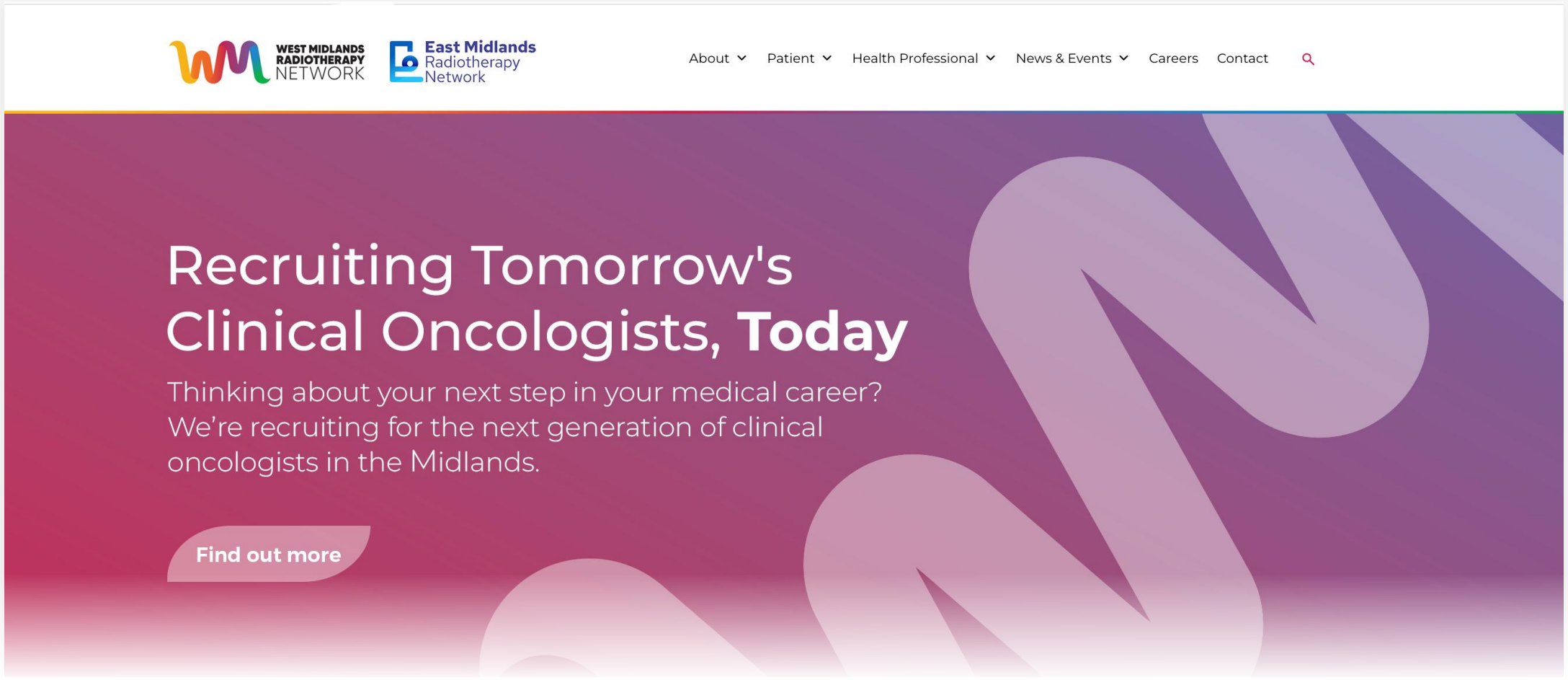
Campaign identity – Web banner example



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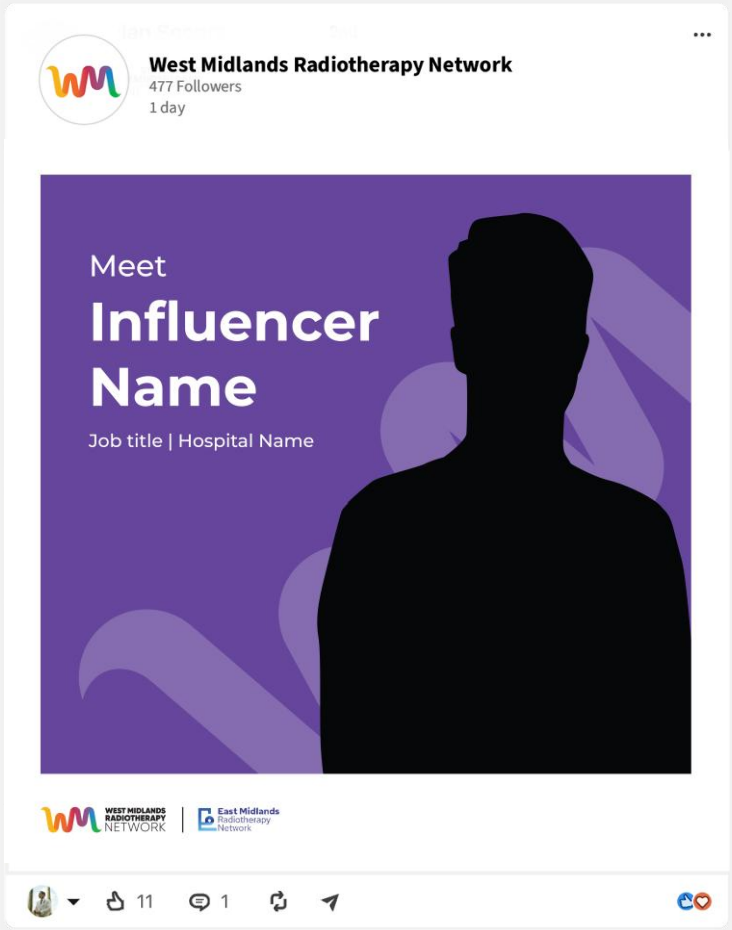
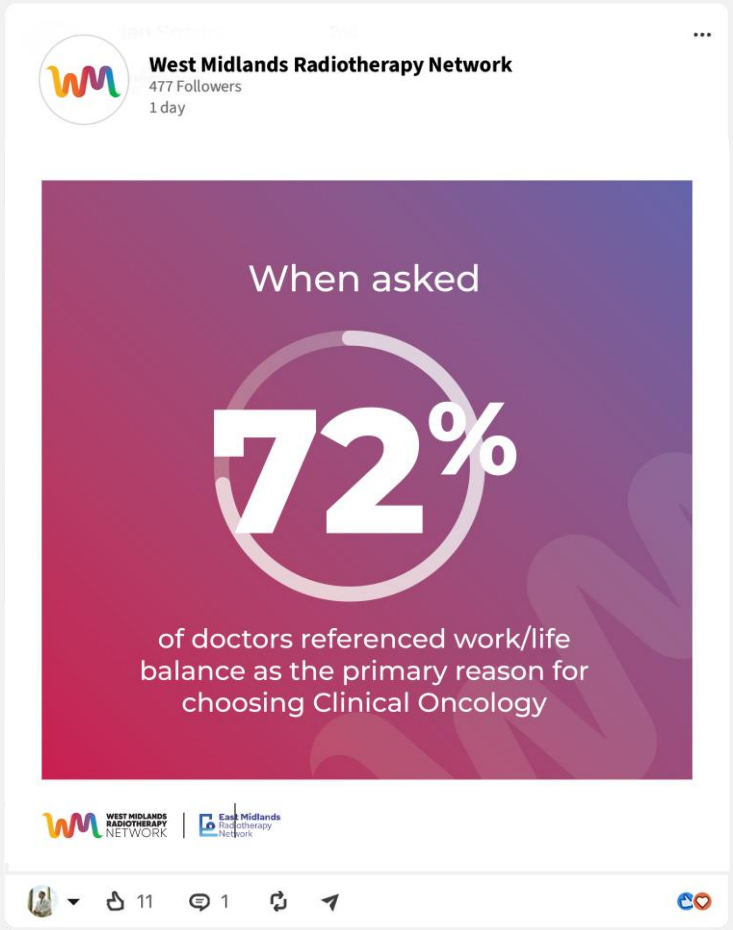
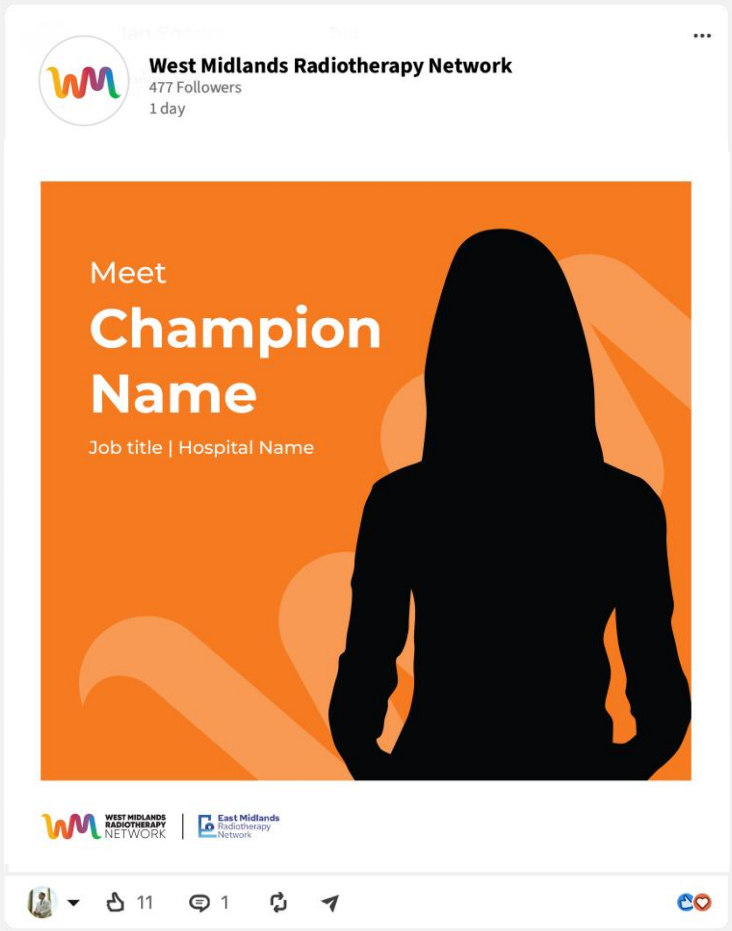
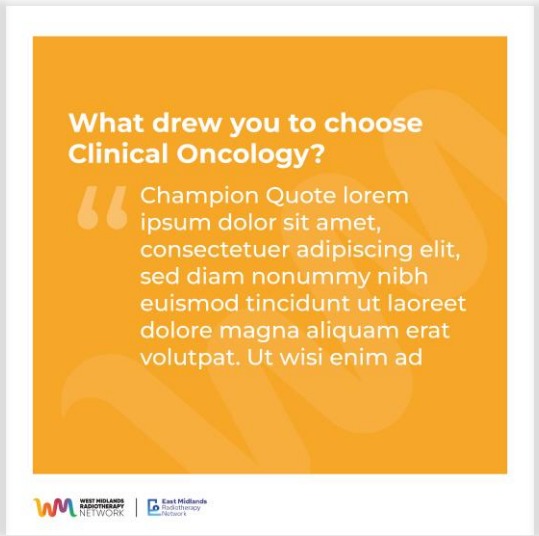
Socials – statics



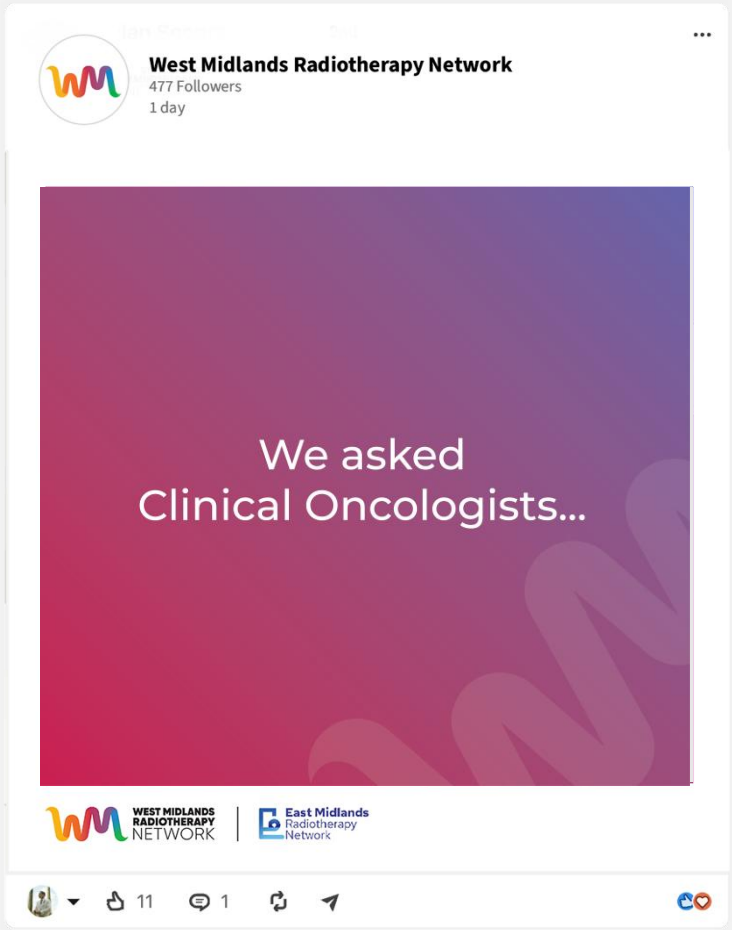


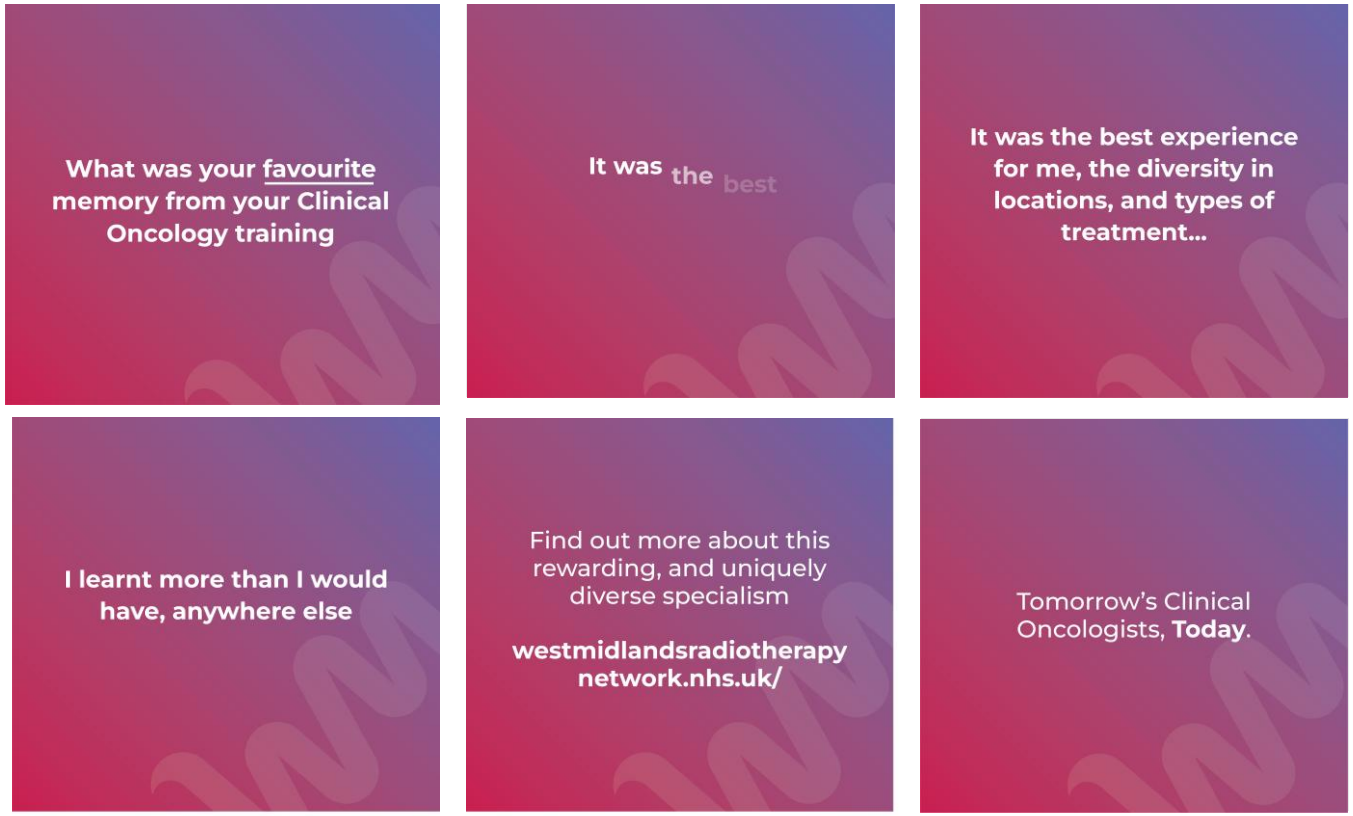
Socials – Carousels





Video content – Simple animated text posts





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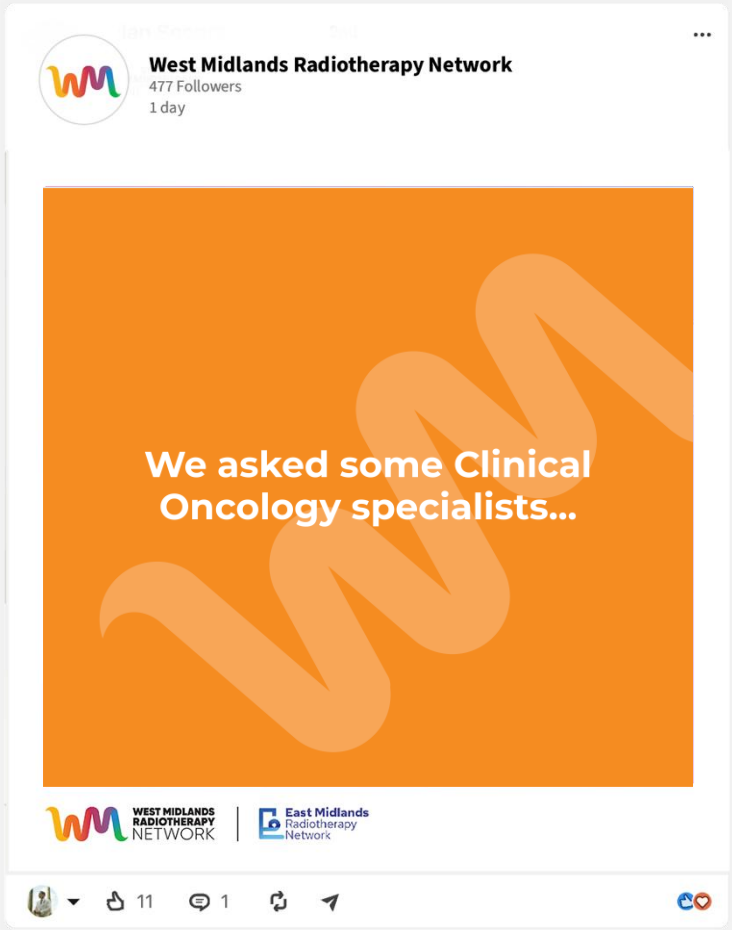
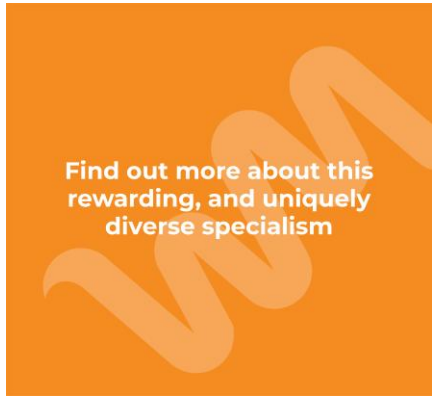
Video content – Talking Heads





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Social Media Context

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Context for social media

With a content focus of Friends/Facts, over the course of 8 weeks we will create content to be utilised on a number of different platforms to showcase the champions, life in Clinical Oncology, life in the Midlands, facts, myths and how we can bring this all to life.

You can support using your own social media channels, by liking and commenting on content. Sharing content to your channels will boost the reach of our content to F1 and F2 students.

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Recruitment's a collective effort

Patricia Barnett

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What else can you do to support this initiative?

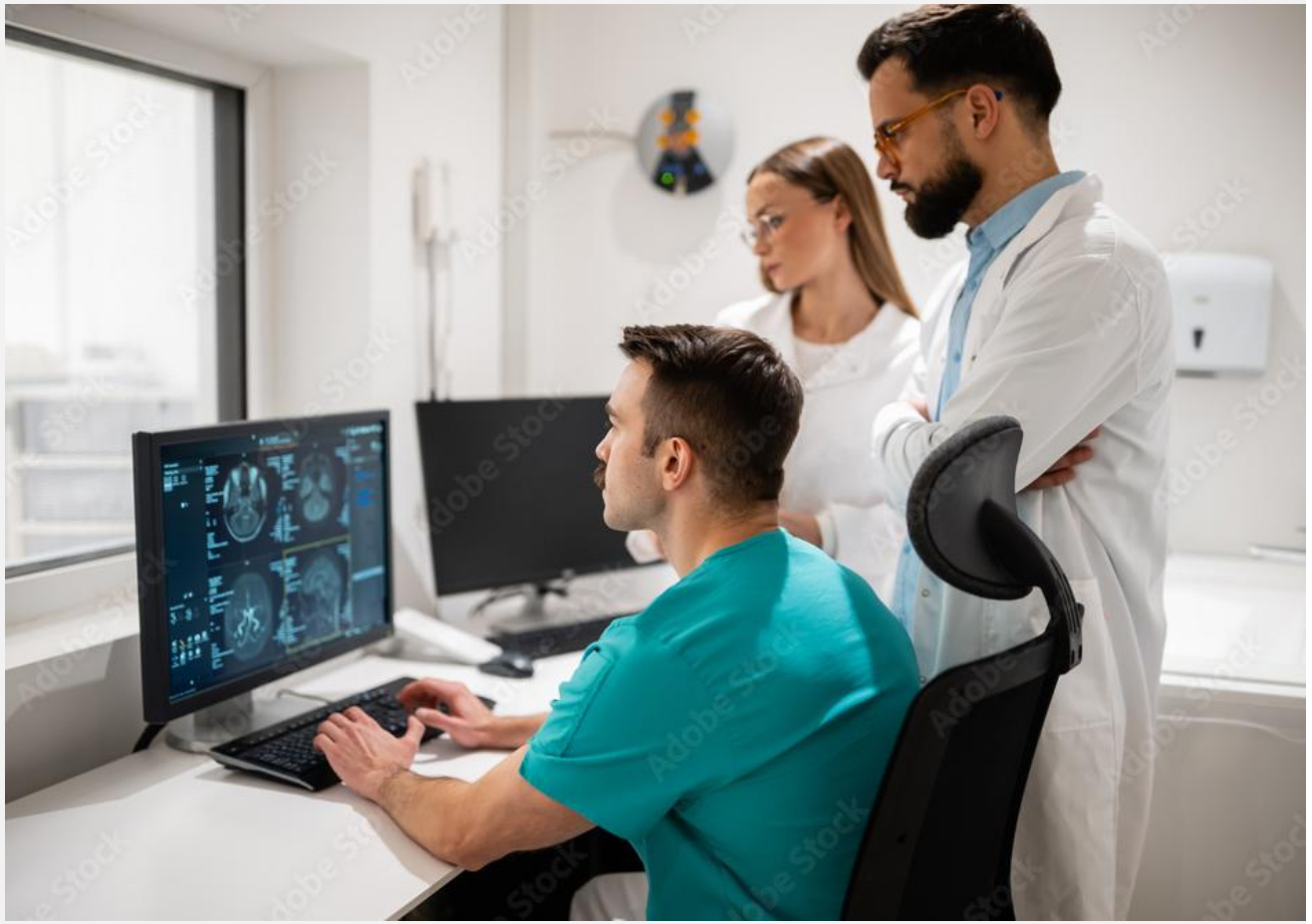
Next steps

The deadline to sign up as a Champion is Friday 26th June.

If you would like to volunteer to be a Champion contact Laura Rudolph at Leopard Co to sign up: Laura@leopardco.com

Dr David Fackrell is available for any questions and support: david.fackrell@uhb.nhs.uk

The slides and recording of the webinar will be shared with all attendees this week.



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Any questions?

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Thank you

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