

My World of Work Ambassadors - Publicity Guide

Website Copy

The copy below could be used in the news section of your school website, to let everyone in your school community know about your work as an ambassador.

You could add your own stories to the site over the year to update on events and activities, short articles could include photos showcasing all your good work.

Sample Web Copy:

My World of Work Ambassadors

<NUMBER> of pupils in <YEAR GROUPS INVOLVED> are this year's My World of Work Ambassadors at <HIGH SCHOOLNAME>.

The programme, from Skills Development Scotland (SDS), is inspired by award-winning careers information and advice web service [My World of Work](#).

The Ambassadors are <INSERT NAMES>

Throughout the year the group will promote the resources available on My World of Work to others, while gaining valuable experience and skills that are transferable to the world of work.

These include working as part of a team, planning and organising, communicating, problem solving and leadership as well as developing career management skills.

The ambassadors can also use their experiences towards earning Saltire Awards, SQA Wider Achievement Awards or the Duke of Edinburgh Award.

Media Copy

You could also tell your local newspaper about your ambassador success stories.

Why not send them information about the events and activities you've been involved in that they can include as an article?

Always remember to include:

- The name and date of the event
- Where it took place
- What you did
- A quote from an ambassador or a teacher
- A group photograph or one of you in action

Below is an example of a press release which you could use as a template to get you started.

If you need any further help, or would like a quote from Skills Development Scotland to add to your story, contact the SDS external communications team on ext.comms@sds.co.uk

Sample press release:

Scotland High Pupils Offer Helping Hand To Parents

Sixth year pupils at Scotland High School offered a helping hand to parents supporting their children through big career decisions.

My World of Work Ambassadors Beth Glasgow, Rachael Edinburgh, Josh Aberdeen and Michael Inverness were at the school's S3-S6 Careers Event on 18 November to showcase the information, advice and tools on offer at myworldofwork.co.uk.

My World of Work is packed with top tips and resources for any stage of education or working life – whether it's choosing subjects, getting advice on how to study for exams, putting together a CV, preparing for an interview or searching for a job, course or Modern Apprenticeship.

Developed by Skills Development Scotland (SDS) in collaboration with schools, the My World of Work Ambassadors programme sees the pupils promote the resources available on My World of Work to others, while gaining valuable experience and skills that are transferable to the world of work. These include working as part of a team, planning and organising, communicating, problem solving and leadership as well as developing career management skills.

The ambassadors can also use their experiences towards earning Saltire Awards, SQA Wider Achievement Awards or the Duke of Edinburgh Award.

Beth Glasgow said: "I enjoy the fact that we get to interact with people and share the knowledge that we are learning with others. I think it's important for parents to have an awareness of what resources are available, so when their children ask them for help with careers, they can aid them in the process of looking through My World of Work."

Head Teacher at the school Peter Perth said: "I thought Beth, Rachael, Josh and Michael were brilliant at the careers event – smiley faces, very helpful, people were interested in speaking to them and in what they had to say. Feedback from staff was that they were excellent ambassadors."