

# Campaign Toolkit

# Scottish Careers Week

Shape the Future

15-19 November 2021

Skills  
Development  
Scotland

**DYW**

Developing the  
Young Workforce

Young  
Person's  
Guarantee

# Shape the future with Scottish Careers Week

## What is Scottish Careers Week?

The last eighteen months have changed the way we learn, live and work.

And as we look ahead, we know that our lives will continue changing as we become a greener and more technologically advanced society.

With change all around us, it's never been more important to think about and develop the skills we'll need to grow, adapt and thrive.

This year we're launching the first ever Scottish Careers Week, taking place 15-19 November.

Through a range of events, activities and resources we'll encourage people of all ages to **shape the future** and shine a light on the support that's available across Scotland to help support positive choices.



# Get involved!

Scottish Careers Week will help people of all ages manage their career choices, by raising awareness of a wide range of support that's available in Scotland.

The campaign has been developed by Skills Development Scotland in partnership with DYW and The Young Person's Guarantee with support from a wide range of additional partners.

There are lots of ways to get involved and help us spread awareness of our career services and other available support.

Whilst this toolkit has specific guidance for schools, employers and career practitioners, we'd be delighted to work with any organisation who is involved in supporting young people's career choices.

If you have a great idea for a Scottish Careers Week event or some local contacts who could inspire your customers, share details with [marcomms@sds.co.uk](mailto:marcomms@sds.co.uk) – we'd love to hear about it.

**Committed  
to creating  
opportunities  
for young people  
in Scotland**



# For schools

## 1. Join the DYW Live! Scottish Careers Week Programme

Education Scotland, e-sgoil, Founders4Schools and SDS are working in partnership to deliver a range of inspirational talks from a wide range of industry experts through the week. Four 30-minute sessions will run each day between 15-19th of November taking place at 9.45, 11.00, 12.30 and 14.00. Lookout for the full schedule at <https://e-sgoil.com/dyw>

## 2. Join or host an event

SDS and a range of partners will be running events during Scottish Careers Week. Whether it's careers fairs, webinars or Scotland's Biggest Parents events, there's lots to get involved with. And lots of the action is taking place virtually, meaning that more schools than ever can get involved. For a list of events taking place during the week, visit [www.myworldofwork.co.uk/scottish-careers-week](http://www.myworldofwork.co.uk/scottish-careers-week)

You can also request speakers for your own event via:

- [My World of Work Marketplace](#): learn about the world of work with offers from employers tailored to learning outcomes. Search, book and confirm places for your class direct through Marketplace.
- [Founders4Schools](#): find local employers matching the interests of your students and invite them to an event at your school.
- [DYW Live](#): provide live sessions that support learners' development of employability skills, career pathways and industry connections.

## 3. Help us share content

From green careers to future skills, we'll be sharing lots of content in the run up to the week and during the week itself. Follow the main campaign social media channels:



Twitter @mywowscotland



Facebook /myworldofwork



Instagram @mywowscotland

For more information on suggested social media content see page seven and see page eight for downloadable graphics.



Don't forget, there's a wide range of tools and resources available for teachers through My World of Work:

[Primary teachers](#)  
[Secondary teachers](#)



# For employers

## 1. Get involved with local schools and parents

We're looking for employers to help build young people's job readiness, increase their career options and grow their knowledge of the world of work through Careers Week and beyond. You'll be raising awareness of who you are and what you do, and your employees will gain a sense of achievement in helping young people. You can also engage directly with parents through the DYW Big Parents' Events. See page eight for downloadable graphics to use.

To find out more or get involved visit [Marketplace](#) or get in contact with your local DYW group.

## 2. Sign up to the Young Person's Guarantee

The Young Person's Guarantee is a commitment to connect every 16 to 24 year old in Scotland to an opportunity. As employers, you can build a workforce with the right skills and experience and put young people at the heart of what you do. Sign up to become a Young Person's Guarantee employer at [www.youngpersonsguarantee.scot](http://www.youngpersonsguarantee.scot)

## 3. Shout about your support for career development

As an employer you're directly supporting the career development of your staff – whether it's through training, work experience, mentoring, apprenticeships, CPD or career progression. Careers Week presents an ideal opportunity to showcase your support for your team and their career development through case studies. Promote your stories using the #ScotCareersWeek

## 4. Get involved through our events and social media

SDS and a range of partners will be running events during Scottish Careers Week designed for employers. For a list of events taking place during the week, visit [www.myworldofwork.co.uk/scottish-careers-week](http://www.myworldofwork.co.uk/scottish-careers-week). And don't forget to help us spread the word – follow the main campaign social media channels:



Twitter @mywowscotland



Facebook /myworldofwork



Instagram @mywowscotland



# For career practitioners

## 1. Promote your services!

There's never been a better time to talk about your work than during Scottish Careers Week! It's a great opportunity to explain the services you offer to a wide range of your local audiences. So whether it's school talks, posting on social media, reaching out to community groups or other local partners, let's shine a light on the fantastic career services that are available to a wide range of customers.

## 2. Look out for new tools and resources on My World of Work

We'll be producing a range of new resources designed to promote positive career choices around the campaign themes of climate, digital, labour market intelligence, future skills and equality and diversity. These will include case studies, promotional videos, infographics, presentations and other tools and resources spread across the themes of the campaign.

## 3. Help us spread the word

There are lots of opportunities for a wide range of our customers to get involved. These will include virtual events, webinars, talks and other activities. Find out what's going on in your area at [www.myworldofwork.co.uk/scottish-careers-week](http://www.myworldofwork.co.uk/scottish-careers-week) and keep an eye on our social media channels using the #ScotCareersWeek.

## 4. Showcase what you do best!

During Careers Week you have the opportunity to shine a light on the great work you already do. Why not schedule a careers workshop in your local community, host a debate on careers of the future in your school or college, or host a drop-in career clinic for your customers?



# Social media

## You can also support Scottish Careers Week by sharing content on your social channels

The first ever #ScotCareersWeek will take place from 15-19 November, showcasing the wide range of careers support available to people of all ages across Scotland. See page eight for downloadable graphics to share with your post. Find out more at [myworldofwork.co.uk/scottish-careers-week](https://myworldofwork.co.uk/scottish-careers-week)

At #ScotCareersWeek this November, you'll find exciting opportunities to learn more about the jobs and skills of the future! And we'll shine a light on the career support available across Scotland to help you shape your future – find out more at [myworldofwork.co.uk/scottish-careers-week](https://myworldofwork.co.uk/scottish-careers-week)

Scottish Careers Week is happening from 15 to 19 November! Young people, parents and carers will have a week of opportunities to learn about the future of jobs, growth industries and what skills will be needed in the workplace of the future. Visit [myworldofwork.co.uk/scottish-careers-week](https://myworldofwork.co.uk/scottish-careers-week)

Interested in a career in <insert sector>? Join the <insert event name> to hear from <insert speakers/host> on <insert date> as part of #ScotCareersWeek! You'll find more events at [myworldofwork.co.uk/scottish-careers-week](https://myworldofwork.co.uk/scottish-careers-week)

Employers, could you commit to creating opportunities for 16-24 year olds during the first ever Scottish Career Week? Find out about #YPGuarantee and how to get involved at <https://www.youngpersonsguarantee.scot/employer-hub>

It's #ScotCareersWeek 15 to 19 November and a great time to discover what's out there. If you're 16-24, find the right work or learning opportunity for you through the Young Person's Guarantee: [www.youngpersonsguarantee.scot](https://www.youngpersonsguarantee.scot)



# Resources

The graphics below can be downloaded and used with your social media posts.

To download, click on an icon below. Then on the webpage which opens, right-click and choose 'save as picture'.





**Thank you!**