

**NATIONAL
CAREERS
WEEK** 2018

NCW2018

HOW TO GUIDE

RESOURCES, COMPETITIONS AND USEFUL INFORMATION TO
MAKE YOUR NATIONAL CAREERS WEEK 2018 THE BIGGEST ONE YET!

#NCW2018
@CAREERSWEEK



WE BELIEVE IN
THE POWER
OF CEIAG*
AS A DRIVER
OF CHANGE WITHIN
SOCIETY, IMPROVING
LIFE CHOICES
AND EMPOWERING PEOPLE
TO TAKE CONTROL
OF THEIR OWN
FUTURE

* Careers Education, Information, Advice and Guidance

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TOP 10 TIPS

FOR HOSTING A NATIONAL CAREERS WEEK EVENT

- 1 Start with a plan. Which Year groups and pupils? Who will benefit most?
- 2 Ask. Contact local businesses and training providers. Generally people want to help.
- 3 Promote and market your event. Use the National Careers Week **free** resources.
- 4 It's all about Leadership. Ensure you have support from the Senior Leadership Team to help get as many pupils involved as possible.
- 5 Use the hashtag #NCW2018.
- 6 Enjoy the event. It's all about having fun and celebrating.
- 7 Say thanks to those who have supported. This helps build positive relationships for the future.
- 8 Less talk more doing. Careers Week is about making things happen. By getting involved we can all make a difference.
- 9 Evaluate. What was the impact of the event or careers activity? This helps shape future activities based on feedback.
- 10 Start small, Dream Big but most of all Start.

ABOUT NCW

National Careers Week (NCWCIC) is a celebration of careers guidance and free resources in education across the UK. The aim is to provide a focus for careers guidance activity at an important stage in the academic calendar to help support young people leaving education. With youth unemployment remaining high and employers citing that young people are ill prepared with the basic skills needed for employment, there has never been a bigger need for careers guidance to be promoted and celebrated in education.

Careers education can be vital to helping children choose the right path in life. The support National Careers Week provides schools is really valuable, so I would encourage school leaders and children alike to get involved and find out more.

SEAN HARFORD HMI,
National Director, Education, Ofsted

National Careers Week is the perfect platform to advise and inspire the next generation as they enter the world of work. National Careers Week, which takes place between the 5th and 10th of March, encourages education providers to bring together students, local employers and advisers through careers events and activities.

During National Careers Week it is up to every school, academy and college to offer careers advice and guidance to their students with support from NCW in providing free resources, information on current career opportunities and advice on activities and exercises to run.

WHAT?

National Careers Week is driven to improve the life chances and social mobility of those that need it most.

HOW?

We will achieve this by continuing to work with all stakeholders responsible for addressing the issue of quality CEIAG provision in the UK.

WHY?

To support all to understand, realise and fulfil their career goal.



NCW AMBASSADORS

NORTHEAST	Catherine Boland Jennifer Vincent
NORTHWEST	Mandy Morland Rachel Brickell
EAST MIDLANDS	Helen Janota
MIDLANDS	Kurtis-Jay Castle
SOUTHWEST	Amanda Willington
SOUTHEAST & LONDON	Jon Gregory Nellee Keshwala

MY PLEDGE TO NCW

FOR NCW I PLEDGE TO...

I pledge to continue supporting organisations and young people in exploring options for their futures. Careers are changing constantly and NCW is a fantastic way to keep young people up to date with their future options.

Bernie Bernard
Director, Innovative Enterprise and NCW,
Innovative Enterprise

**NATIONAL
CAREERS
WEEK**

#NCW2018

RBS

FOR NCW I PLEDGE TO...

connect the classroom to the world of work, introducing students to exciting careers on their doorstep and beyond.

Sam McLoughlin
Business Engagement Manager,
Studio West

**NATIONAL
CAREERS
WEEK**

#NCW2018

RBS

FOR NCW I PLEDGE TO...

visit local schools and colleges to give career insights and talks, as a #NCW2018 Ambassador I will encourage and allow my staff to promote, get involved and collaborate with #NCW2018 activities to empower young people to make informed decisions.

Gemma Hallett
Founder, miFuture

**NATIONAL
CAREERS
WEEK**

#NCW2018

RBS

FOR NCW I PLEDGE TO...

To continue to promote the many different career options in the NHS and routes into them, by attending careers fairs across Greater Manchester and engaging with as many people as possible throughout the week to raise awareness of the opportunities and careers available within healthcare.

Sue Wright
Careers Hub Coordinator
Great Manchester NHS Careers
and Engagement Hub

**NATIONAL
CAREERS
WEEK**

#NCW2018

RBS

SUBMIT YOUR OWN PLEDGE

National Careers Week provides a great platform for us to talk to people who are considering their options after leaving education, and let them know more about what we offer. We want to make school leavers and university students aware that we're recruiting and that they should consider us as a place where they can start their career. We talk about helping people find their passion and their potential at RBS, and events like these are a chance to show people how we really live it too.

We see National Careers Week as a time to focus on career opportunities and development. If you're normally busy studying, or if you're concentrating on living your life in other ways, these things can sometimes get a bit lost in the mix. #NCW2018 is there to provide a spotlight. You've got various schools, universities and colleges who'll all be running lots of activity and making plenty of noise, so there'll be lots of information available on building a career. It's a great way for people to stop, focus and take action!

We're going to be inviting people to download our new School Leaver Booklet which is currently live on our website jobs.rbs.com/pages/school-leavers. We'll also be visiting Schools across the country and running talks focussing on graduate and apprenticeship opportunities. These provide a great opportunity for our apprentices and graduates to act as ambassadors for the bank and to give something back. Community work is something we care about a lot, and we make sure we build that into our programmes anyway, but when we can motivate other young people it's particularly special.

Inside the bank, we're encouraging our colleagues to join Virtual Career Development Days which will take place during the week – so the focus doesn't stop when you join the bank – we're making this a time for all our current people to think about their careers.

Joining us gives you a great opportunity to create a really strong network and learn through on-the-job training. We know that providing employment and learning opportunities for people starting out their careers is one of the most important things we can do as an employer, and it's something we commit to. We recruit apprentices and undergraduates into lots of different parts of our business, and we help them gain the kinds of experience and qualifications which can really set them up for their entire career. Sustaining career development is something we know is really important, so the training, coaching and mentoring opportunities are very much geared to helping people do that.

Perhaps the key thing though is this: from day one at RBS you'll get involved in high impact projects. We hire people because of their talents, and believe in letting them use them from the start. For them, it means more than just contributing to something that matters straight away; it helps them to find out what they enjoy, and decide where they want to be next.

EXPLORE APPRENTICESHIPS, INTERNSHIPS AND GRADUATE ROLES →





CAREERS AT SEA

95% of the UK's trade is carried by sea on commercial ships, known collectively as the Merchant Navy. A career at sea not only offers an interesting alternative to a 9-5 office job but also provides highly transferable skills that can be used in a wide of roles ashore in the maritime sector. Shipping is a vital, yet often overlooked industry. Many young people are unaware of the incredible opportunities on offer if they go to sea and 'Careers at Sea', the national promotional body for Merchant Navy careers, aims to change all that.

Careers at Sea is sponsoring Tuesday 6th March during National Careers Week. 'Tidal Tuesday' will help young people to explore the maritime industry and the vast career opportunities available within it. For those who enter the career, a sponsored cadetship to become a Deck, Engineering or Electro-technical Officer, or apprenticeship to become a member of support staff (known as ratings) provides a paid-for route to professional qualifications that are recognised worldwide. Training is split between academic and practical courses in one of the UK's maritime colleges, and on the job training during time spent at sea on ships all over the world.

Tidal Tuesday provides the perfect opportunity to bring STEM alive in the classroom and demonstrate how it's used in a real world context that is the driver of global trade.

During National Careers Week schools and youth groups can get involved by:

- Requesting a free visit from one of our Careers at Sea Ambassadors,
- Downloading a range of materials that highlight the importance of the shipping and seafarers,
- Visiting the offices of one of the many shipping companies across the UK or,
- Visiting a real ship, to bring the experience to life

FIND OUT MORE ON OUR WEBSITE

WATCH OUR NEW CAMPAIGN

SHARE ON TWITTER

For more information:

enquiry@careersatsea.org
www.careersatsea.org



#CAREERSATSEA

**FIND OUT MORE AT
CAREERSATSEA.ORG**





IMI AUTOCITY

Did you know there are over 150 job roles in the Retail Automotive sector, ranging from technical to non-technical roles, marketing, finance, customer service and sales? IMI Autocity will help you to choose the best role for you with information on all the jobs available, and help you plan your progression within the industry. Join us in this exciting, diverse and fast-paced sector and find your #MotorCareers today!

Find out more:

[VISIT OUR WEBSITE](#)

[FIND AN APPRENTICESHIP](#)

[TEACHERS/CAREER ADVISORS \(SCHOOLS\)](#)

FOR STUDENTS

- Explore the job options for you
- Hear from apprentices talking about their jobs and how they got into them
- Search for apprenticeship vacancies
- Attend an event to see how the industry works
- Enter one of our amazing competitions
- Click here to see yourself inside #MotorCareers with our VR 360° films!

[FIND OUT MORE](#)

FOR SCHOOLS

Inspiring and supporting your learners to make well informed decisions about their future and assisting you to embed Careers Education;

- Information Advice and Guidance into your school FREE of Charge. Download our free Key Stage 3 and 4 curriculum linked resources, all with an automotive theme, to inspire and educate your learners on the opportunities within this exciting and diverse industry
- Use the competitions to engage your pupils with design and project management, and to encourage creativity and team work skills
- Maximise your work experience placements with our organisers, pupils and employer guide
- Ensure your pupils are work ready with our Employability Skills Toolkit, which is broken down into six modules.

[FIND OUT MORE](#)

FOR PARENTS

- At the end of Year 11, upon receiving their GCSE results, your child will have the option to study for A-Levels in a Sixth Form or college, enrol on a full-time college course or to undertake an apprenticeship – whichever route they choose, it can lead to a successful and rewarding career in the Retail Automotive Industry
- We have a free Guide for Parents to help you navigate these choices and make an informed decision

[FIND OUT MORE](#)

How to use Milkround to support your students

1 Use our careers advice site to inspire them

Our careers advice covers everything from how to perfect your first CV all the way through to what a career in Banking actually looks like. And if they're feeling extra inspired, they can even write for Milkround - a great addition to any CV!

- How to write your first CV
- Life as a Banker in London
- Write for Milkround!



2 Bring them along to one of our events

Reading about different careers online is one thing, but actually having the opportunity to speak to and network with employers goes much further! We regularly host Parents Evenings and our famous After School Options Fairs, attract some of the UK's top school leaver employers.

- Employer Parents Evening
- After School Options Fair

3 Search through hundreds of opportunities

We work with hundreds of employers across a range of different sectors up and down the country, and by signing up to Milkround your students can receive tailored job alerts, notifications of new advice articles and exclusive invitations to employer-led events.

- Sign up to Milkround



Milkround School Leaver Candidate Compass Report

In 2017, Milkround's annual careers survey delved into the minds of over 3,200 school leavers. The resulting report is a helpful starting point for employers, careers advisers and teachers, as it explores what sectors they're most interested in, how they perceive soft skills and how confident they are in their future career search.

The report also considered how socio-economic factors may affect how school leavers consider their future career paths.

For more information on the report, please contact info@milkround.com

- Download Milkround's School Leaver Candidate Compass report

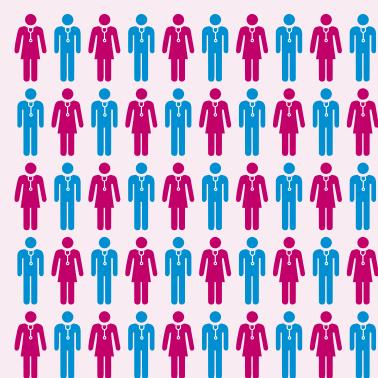
Careers in health



67%
of NHS staff aged 16-24 see
themselves working in the
NHS in 10 years.^[1]



Starting salary for a newly qualified
radiographer (outside of London) is
£22,128^[2]



over 1.3 million
people work for the NHS.^[3]



377,000 nurses
work in the NHS.^[4]



At least **87k**
NHS staff are under 30.^[5]



350 different careers
in the NHS.^[6]



40,000
people work in public
health roles.^[7]



25,000
vacancies in the NHS
every month.^[8]

**'What
they say'**

**"I really enjoy coming to work
and making a difference."**

Aongola Ngenda, *midwife*

HEALTH CAREERS

When people think about working in the NHS, doctors, nurses, midwives and paramedics generally come to mind. But, says Alan Simmons, careers specialist at Health Careers, there are more than 350 roles available in health. "There are many clinical roles of course that require years of study or training," he says, "but there are many non-clinical roles too that are essential to the running of the NHS, and the training for these is often through an apprenticeship or on the job".

HOW WE CAN HELP

The Health Careers website is the place to go to find out about careers in:

- The allied health professions
- Ambulance service team
- Dental team
- Health informatics
- Healthcare science
- Management
- Medical associate professions
- Medicine (being a doctor)
- Midwifery
- Nursing
- Pharmacy
- Psychological therapies
- Public health
- The wider healthcare team

The website has a compare roles function, course finder and all sorts of information specifically for careers advisers and teachers in the Career planning section. To help individuals discover roles that might suit them, we're developing a new online careers tool so keep an eye on @HealthCareersUK for updates.

EXPLORE CAREER OPPORTUNITIES

Our suite of careers literature - very useful for careers libraries or events - sets out information about each career category. A maximum 150 of each booklet is available to order from advice@healthcareers.nhs.uk or 0345 60 60 655, or you can download them from the Health Careers website: www.healthcareers.nhs.uk

You or your clients can ask us questions via email or over the phone on weekdays too. We're also on social media - Facebook, Twitter, LinkedIn and Instagram.

As well as the main Health Careers information service, we also run a Step into the NHS campaign for secondary school age students. Show your students round the website at www.stepintothens.nhs.uk

VISIT STEP INTO THE NHS

JOB OPPORTUNITIES

Jobs and apprenticeships in the NHS are advertised on the NHS Jobs website, so have a look to see what's available in your area.

The type of apprenticeships available is up to local hospital trusts and other health organisations, but there are more and more apprenticeship opportunities in everything from estates, health and social care (look out for the new nursing degree apprenticeship and nursing associate apprenticeship), housekeeping, IT, business admin and accounting.

VISIT THE NHS JOB WEBSITE

THE NHS AT 70

The NHS turns 70 in July 2018 and the celebrations throughout the year aim to thank everyone who works or volunteers in the NHS for their hard work and commitment. Alan says:

"The birthday provides a great opportunity to look back and celebrate all sorts of clinical and scientific developments and breakthroughs."

"But most importantly it's a key opportunity to look forward and raise awareness of the huge range of careers available in the NHS of the future."

Keep a look out for #NHS70 @HealthCareersUK for ways to get involved.

The UK's Energy Estuary #whereitbegins

From new business investment to the development of pioneering technologies, the Humber, the UK's Energy Estuary has been identified as an area which is 'one to watch.' Recent growth has led to significant job creation and in turn a thirst for fresh talent and new energy to drive investments forward.

As a region the Humber, the 'UK's Energy Estuary' includes the city of Hull; 2017's UK City of Culture, the East Riding of Yorkshire, North and North-East Lincolnshire.

This vibrant region boasts a huge variety of opportunities to build long term careers across a wide variety of industry sectors.

For the first time, National Careers Week is highlighting one region's economy – encompassing education, career, business and leisure – and the links it creates for employees and businesses in the UK and further afield. We're designing free careers resources for everyone to use, in staged releases, based on the following themes:

Making and Moving: Everything from 75 metre wind turbine blades, to luxury lodges and steel for world-renowned structures is made here. Taking raw materials and inventing products and services used around the world 24-7 is what we do!

Food for thought: We really are a fabulous food region! You could join a business researching, adapting and marketing recipes for global food brands or, capitalise on our culture and open your own fabulous food space.

Health Matters: Recent investments taking place across the region mean the Humber is pioneering in all things health. From facilities to people, research to technology and ultimately patient care.

Energy and Environment: With investments in wind, tidal, biofuels and renewable energy it's easy to see how we're leading in the UK renewables sector and why we're known as the 'Energy Estuary.'

The Business of Business: Build your career alongside expert professionals, or benefit from our entrepreneurial spirit and support to become an expert in your own right.



**HUMBER
BONDHOLDERS**

[Find out more](#)

**UNIVERSITY
OF HULL**

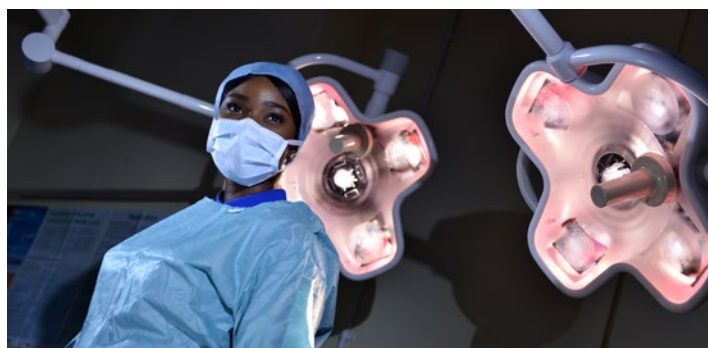
[Find out more](#)



@UniOfHull
@marketinghumber
#whereitbegins



Look out for our competitions for Primary and Secondary Schools, during #NCW2017



We have a chemicals industry worth **£6bn** and in the last 7 years we've invested **£1.4bn**



science and technology professionals work in the Humber



Humber food & drinks industry contributes **£1bn** to the UK economy



100% of nursing and midwifery graduates from the University of Hull go into work or further study within 6 months*



Over 1 in 3 of the workforce is classified as directors, managers, professional or technical



96.1% of University of Hull graduates go into work or further study within **6 months***



13,000 people are employed in advanced engineering roles in the Humber

*Destinations of Leavers from Higher Education for the academic year 2015/16, published by HESA June 2017



THE CAREERS &
ENTERPRISE
COMPANY

1

FIND OUT MORE ABOUT THE GATSBY BENCHMARKS

The Careers Strategy is built around the Gatsby Benchmarks. If you haven't encountered them before, they are eight guidelines on what makes a school or college's careers provision world class.

[Find out more about each benchmark here.](#)

Making a start with the new Careers Strategy

The new Careers Strategy, is designed to 'make the most of everyone's skills and talents' by enabling schools and colleges to deliver 'world class careers provision'. But, what does that look like in practise and how best can you get started understanding the requirements?

Here, the Careers & Enterprise Company share three first steps with you.

For further information on The Careers & Enterprise Company:
 @CareerEnt | www.careersandenterprise.co.uk

2

USE COMPASS TO EVALUATE YOUR CURRENT CAREERS PROVISION

Use the [online tool Compass](#) to evaluate your current careers education provision against the Gatsby Benchmarks. Compass is free to use, takes as little as 30 minutes to complete, and gives you a clear evaluation of your school or college's careers provision to identify strengths and areas for improvement.

3

SIGN UP TO OUR NETWORK

Sign up to our network and gain free access to a nationwide group of schools, colleges, businesses and career activity programmes that can all help you move your career education plan forward.

[You can learn more and sign up here.](#)

NCW2018

SOCIAL MEDIA GUIDE

JOINING THE CONVERSATION

Twitter is the main source of our Social Media activity in the build up and throughout the week. This is due to the fact twitter is very much 'live' and easy to update. We do try to engage and RT as much content as possible when we are tagged in tweets and when the hashtag is used #NCW2018.

We have found when using Twitter better engagement when a hyperlink and graphic are included with a tweet. A reminder that you can now tweet over 280 characters which is an added bonus and enable you to add more potential content.

As mentioned the official hashtag for National Careers Week 2018 is #NCW2018. Please ensure you use this in your Social Media activity and tag the relevant Social Media platforms. This helps build momentum and we often trend throughout the week. We will endeavour to RT, share your posts and include a selection of your tweets in our Report. There is a lot of great content being shared on the various Social Media platforms, any sharing would also be greatly appreciated.

We also have a useful graphics pack to use across all your social media accounts and the web to help promote NCW 2018.

DOWNLOAD NCW GRAPHICS PACK

KEY THEMES

Each day of National Careers Week has a key theme, focus and partner. The themes are:

MONDAY	RBS	@rbsearlycareers
TUESDAY	Careers at Sea	@Careersatsea
WEDNESDAY	Institute of the Motor Industry	@IMICareers
THURSDAY	Milkround	@milkroundonline
FRIDAY	NHS Health Careers	@HealthCareersUk

You may want to tailor appropriate content to tie into the various themes.

FIND OUT MORE ABOUT OUR SPONSORS

OUR OFFICIAL SOCIAL MEDIA ACCOUNTS

TWITTER
@Careersweek

FACEBOOK
@NationalCareersWeek

INSTAGRAM
@Careersweek

YOUTUBE
National Careers Week

PLEDGE CAMPAIGN

In preparation for Careers Week a number of individuals and organisations have made their pledge using the hashtag #NCW2018

Pledges have included the following:

- A career focused lesson
- Promote and get involved with #NCW2018
- Arrange to visit a local School, College, Training Provider or University
- Leaders – free up staff time to get involved with #NCW2018
- Giving an insight in your career area
- Supporting Careers Events
- Career insights and talks
- Providing Work experience

Or alternatively you could make your own pledge.

SUBMIT YOUR OWN PLEDGE

FOR NCW I PLEDGE TO...

For NCW 2018 I pledge to write a Careers article per day focusing on the subjects that my students most want to know about (or anyone that tweets me a suggestion!)

Elaine Mead
Careers Educator & Writer
Careers Writers Association

NATIONAL CAREERS WEEK #NCW2018 RBS

KEY MESSAGES

Before, during and after Careers Week we try to promote a variety different messages. We encourage you to join in on social media.

IN BUILD UP TO THE WEEK

- Promoting the week 5th-10th March 2018
- Collaboration and sharing good practice
- Pledge Campaign
- Promoting our website packed full of FREE resources
- Encouraging all stakeholders to get involved with the week
- Using the official hashtag #NCW2018

DURING NATIONAL CAREERS WEEK

- Promoting possible career routes, stories and discussion
- An opportunity to promote your work around careers and involve a wider audience
- Location of Events

AFTER NATIONAL CAREERS WEEK

- Reflecting on the week
- Sharing good news stories
- Promoting National Careers Week 2019





A GUIDE TO BLOGGING FOR NCW

Firstly, we'd like to say a huge thank you for wanting to contribute an article to National Careers Week. We love to receive guest contributions and it's a great way for you to get your name out there!

Here's your comprehensive guide to writing an article for NCW...

SUBMIT YOUR BLOG POST

TOPIC

Often people find information about careers dry and serious. We are looking for engaging, interesting and well-researched articles that will inspire the reader. See across the page for a list of example topics that we currently cover on our site.

Please remember however that we are a community interest group dedicated to improving the career readiness in people. We therefore won't publish blogs that are politically biased, sales pitches for commercial organisations, contrary to our published aims and objectives or defamatory/illegal.

PUNCTUATION

Are your punctuation skills perfect? Unfortunately, if you're not up to scratch it means more work for us and less likelihood that your post is accepted. Make sure you know how to use commas, apostrophes, semicolons, and dashes correctly.

VOCABULARY AND SENTENCE STRUCTURE

You want people to read your blog. So, keep your vocabulary varied and make sure that your sentence structure isn't repetitive.

FACTS, FIGURES, CLAIMS AND HYPERLINKS

If you're making a bold claim you need to back it up with facts and figures. The best way to do this is with hyperlinks. Links to current, relevant content are a great way to educate your reader, and prove your knowledge and expertise, without interrupting the flow of your article.

Make sure hyperlinks are from reputable sites and, if you're linking to an article, ensure it's been published in the last two years (but the more recent the better!).

CLEAR AND CONCISE

If you're waffling on too long about the same thing, your readers are going to switch off. Therefore, it's good practice to streamline your thoughts and write in clear and concise sentences and to make sure your paragraphs should be short and sweet to help ease the reader's eyes; aim for five sentences tops.

PROOFREAD

If you're waffling on too long about the same thing, your readers are going to switch off. Therefore, it's good practice to streamline your thoughts and write in clear and concise sentences and to make sure your paragraphs should be short and sweet to help ease the reader's eyes; aim for five sentences tops.

AUDIENCE, LANGUAGE AND TONE

As a specialist careers education site, we cater for a range of audiences mainly drawn from parents, careers advisers and teachers; though their experience level may range from zero to expert.

Articles should be friendly and knowledgeable in tone. Though also try to refrain from unnecessarily technical language. If you do use technical terms or abbreviations, it's good practice to explain them once not each time you use the term.

Contractions are encouraged for a conversational tone.

Please do not write in first person. While a personal touch is great, your opinion needs to be backed up with quotes from experts, statistics, and studies.

KEEP IT ORIGINAL

We request that all guest blogs are exclusive to NCW and are your own original work. We also request that you avoid re-writing previously published content.

LENGTH, FORMAT AND STRUCTURE

Word count should be at least 500 words. Titles should be compelling and informative. For example, 'How to get pupils motivated' is a little bland. However, '6 sure-re ways to get pupils buzzing' has much more life.

While tone should be knowledgeable, try to refrain from unnecessarily technical language. If you do use technical terms or abbreviations, it's good practice to explain them once not each time you use the term. Contractions are encouraged for a conversational tone.

AUTHOR BIO

At the end of your article, please provide a couple of lines about yourself and a link to your site and/or social media, if you wish. If you could also send across an appropriate headshot or company logo to go with your article.

FEEDBACK AND PUBLICATION OF CONTENT

If we ask you to correct something, please do so. The ability to take criticism on board and amend your work is an essential writing skill. The editorial decision to publish content rests with NCW.

TOPICS

Funnily enough our website is full of information about career learning and aimed at teachers, careers advisers and parents! While articles on these topics can be quite dry and serious, we're looking for engaging, interesting, and well-researched articles. Some of the topics we cover on our site are:

- Employer Engagement - How schools can work with employers and vice versa
- Innovative ways to teach careers learning
- Articles about particular work sectors
- Sharing good practice in careers learning or advice
- Job-related news (although, please refrain from writing anything overly political)
- Incorporating careers into subject lessons
- How to evaluation careers learning
- Time saving hints and tips for teachers & careers advisers
- Case studies relevant to careers learning

Please check our existing content before starting to write your blog, as we're not looking for articles on topics recently covered.



NCW2017 SNAPSHOT



NCW2017 FEATURE EVENTS

"NCW is not a bolt on, but an integral part of what schools should be doing. It encourages schools to consider the broader task of preparing young people for life beyond education."

Sian Humphreys,
Advisor, National Association
of Headteachers

"Today we've experienced virtual reality at MODAL and learnt how to control a ship! I would advise every student to take part in NCW – it is an amazing opportunity and gives you real insight into the world of work."

Nicole, Malet Lambert
Student, Y9

"NCW helps young people and students by providing them with the opportunity to spend their focused time investigating, researching and visioning their future career routes."

Jon Paley,
School Careers Advisor,
CareersInc

"Today has given me the chance to understand what happens outside of the classroom and develop the skills needed for my future career."

Alina, St Thomas More
Student, Y12

"I've learnt what it takes to be successful. Determination is the key – you can do anything when you put your mind to it."

Owen, UTC Student
Radio & Audio L3 BTEC

"NCW gives everyone a chance to take a closer look at a range of companies and meet the people you could potentially be working with in the future."

Faye, UTC Student
Factual Film

NCW2017 FEATURE EVENTS

@UTCMediaCityUK

@UTCMediaCityUK
National Careers Week
Launch @ UTC!
<https://t.co/z2nw6f0jCX> via
@UTCMediaCityUK all
about supporting and
launching #NCW2017



Why talented employees
leave: 1 direct manager 2 no
career growth 3 low salary
4 poor communication 5
meaningless projects
#NCW2017

@ValaAfshar



Fantastic photographs
from Heathrow Job
Shadow day this week
with @GumleyHouse and
@Delta #NCW2017.
Photography from Chris
Rank



@youngenterprise

@NationalCareers

Inspired by #NCW2017
but not sure where to find
job vacancies?
<https://t.co/yohaQJgvef>



@LeedsUniCareers

#RBS have a strong focus on
women in leadership roles.
Check out their Insight
Week at
<https://t.co/ajwSeDID4I>
@rbsearlycareers
#NCW2017

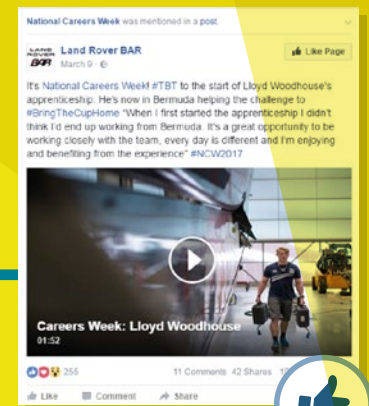
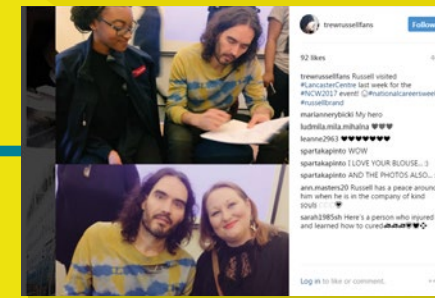


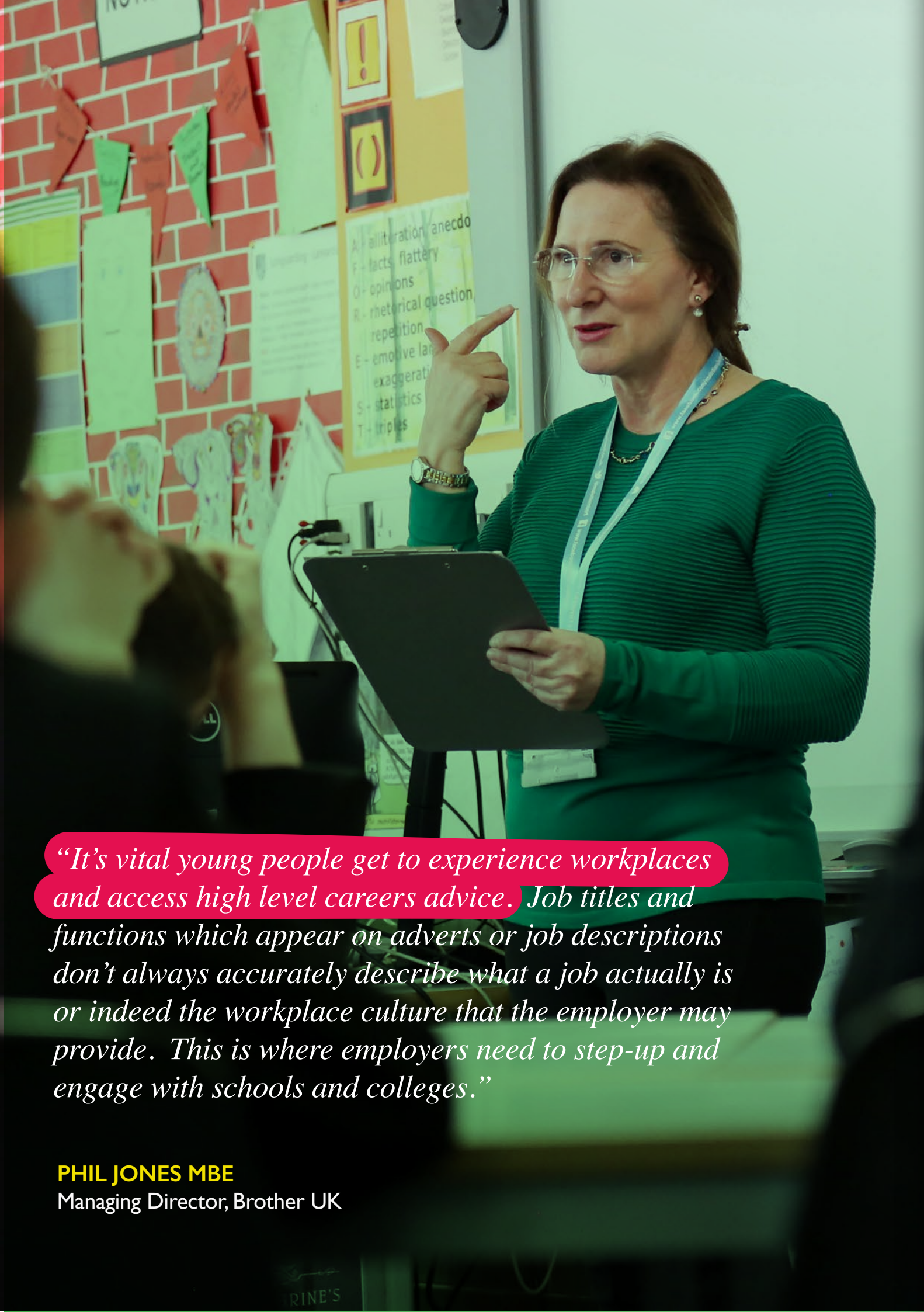
@halfon4harlowMP
celebrates National Careers
Week and the importance
of empowering young
people to climb the ladder
of opportunity #NCW2017

@educationgovuk



#NCW2017 ONLINE BUZZ





“It’s vital young people get to experience workplaces and access high level careers advice. Job titles and functions which appear on adverts or job descriptions don’t always accurately describe what a job actually is or indeed the workplace culture that the employer may provide. This is where employers need to step-up and engage with schools and colleges.”

PHIL JONES MBE
Managing Director, Brother UK

CAREERS EDUCATION

IS OUR SCHOOL MEETING THE STATUTORY GUIDANCE FOR CAREERS EDUCATION?

.....

REQUIREMENT

- All pupils in years 8-13 must receive careers education.
- Schools must fully comply with the Baker Clause¹ and publish their policy on the school website.
- Have in place a programme of careers education by September.
- By September schools should have defined the role of and appointed a careers leader².
- Schools should start to work towards meeting the Gatsby Benchmarks by 2020 – The CEC provides an online tool to monitor progress towards this³.
- Any careers adviser employed or otherwise provided by the school should be on the CDI Professional Register⁴.
- Where pupils have EHC plans, their annual reviews must, from year 9 at the latest, include a focus on adulthood, including employment.
- Schools must provide information to Local Authorities about pupils that require further intensive support.
- The Governors know they have legal responsibility in ensuring that the statutory guidance is complied with and take an active interest.
- There should be a link governor with responsibility for careers education.
- Schools must ensure that young people are clear about the requirement to stay in education until 18 and what it means for them. In particular, they must be clear that young people are not required to stay in school.
- Pupils should have at least one interview with a careers adviser in KS4 and KS5

YES	PARTIALLY	NOT YET
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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- 1

INFORMATION ON THE BAKER CLAUSE
- 2

HOW TO APPOINT A CAREERS LEADER
- 3

THE CEC COMPASS TOOL
- 4

THE CDI REGISTER

RESOURCES

We've designed some great FREE resources for teachers and career leaders to use with students in all educational settings. You'll find them on the website at NationalCareersWeek.com where you can also sign up for our reasonably regular email newsletter.

We have a range of Social Media graphics to download and use on your websites, Twitter pages and other digital displays. Use them as Twitter banners or in the TV displays around your school or college.

The Primary and Secondary graphics will inspire students to find out more about different careers and can provide talking points / conversation starters in any lesson or Tutor time

The resources are free to use and will blend into many lesson plans – don't keep it a secret – share how you use them on Social Media with the **#NCW2018** hashtag!

SOCIAL MEDIA GRAPHICS



SECONDARY SCHOOL



POSTERS



PRIMARY SCHOOL



ACTIVITIES

These FREE activities are for educational staff (not just teachers and lecturers) to use and share their career journeys. You'll find them on the website at NationalCareersWeek.com where you can also sign up for our informative and useful email newsletter.

Door Plaques allow you to display the different jobs and roles you've had and open them up for discussion. Students will see different sides to you – even helping them to realise that you have a life OUTSIDE school!

The Assembly PowerPoint gives you a ready-made introduction to National Careers Week for assemblies across your school or college. The vibrant graphics are great for highlighting the work you do in supporting students' career aspirations.

Why not tweet a picture of you using these activities with the [@CareersWeek](https://twitter.com/CareersWeek) tag and [#NCW2018](https://twitter.com/NCW2018) hashtag?

DOOR PLAQUES

NAME: John Smith

PREVIOUS JOBS:

Newspaper round

Bakery shop

SKILLS DEVELOPED:

Teamwork

Independence

Customer Service

NAME: Julie Burns

PREVIOUS JOBS:

Cleaning technician

Law Graduate Scheme

SKILLS DEVELOPED:

Verbal Communication

Initiative

Resilience

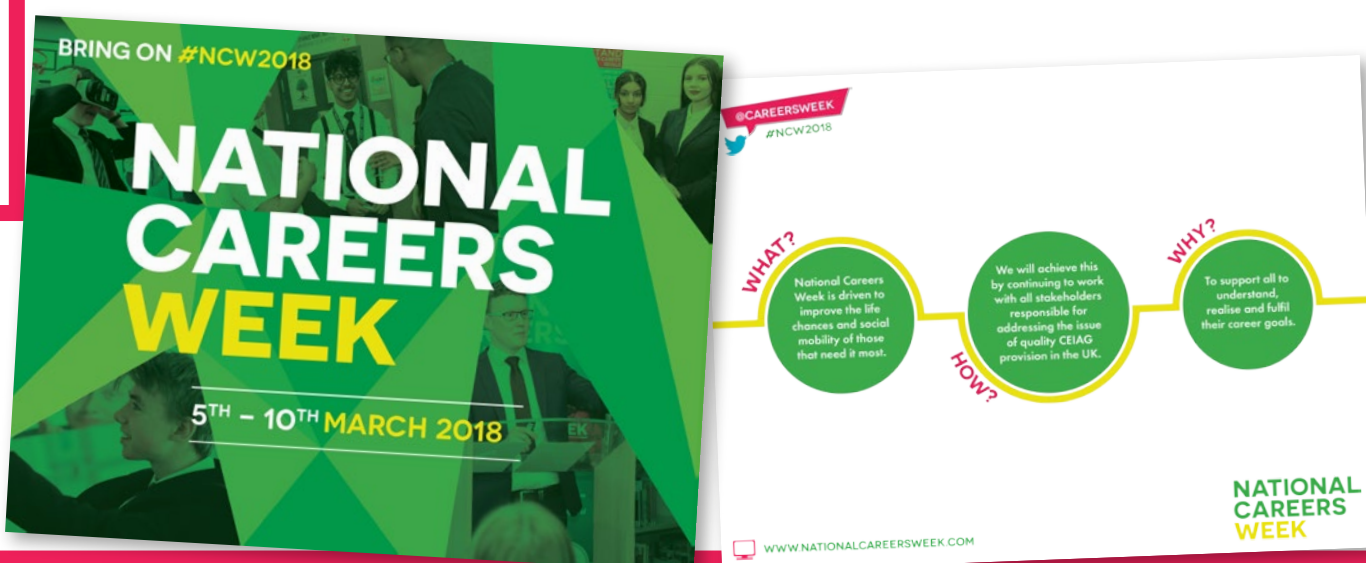
WHAT DOES YOUR CAREER PATH LOOK LIKE?

NATIONAL CAREERS WEEK #NCW2018 RBS

WHAT DOES YOUR CAREER PATH LOOK LIKE?

NATIONAL CAREERS WEEK #NCW2018 RBS

ASSEMBLY POWERPOINT



The following is an email to business, if making a direct approach to an employer to take part in a specific event. Copy and paste it into your email client and personalise by replacing the green text with your event details.

INVITATION EMAIL

To:- Insert email address of contact

Subject line:- Invitation to take part in insert name of activity

Dear insert name

I am writing to invite you to take part as a insert role such as speaker, interviewer etc at our 'Insert name of activity' to be held at Name of school/academy on insert date and time. This event is an important element of the careers' programme for insert cohort or year group pupils.

The format will be:

Insert a brief and simple explanation of the day here – don't forget to delete the example below

- Business Tutors will work with small groups of Year 10 students, having received CV and applications for 'imaginary posts' in advance of the event.
- Group debrief on points of general note, work experience and advice on interviewing and personal presentation in the future.

I will, of course, contact you with more details as the event approaches. Insert hospitality arrangements such as; Parking, Complimentary drinks, refreshments etc will also be provided.

I look forward to hearing from you in writing at your earliest convenience or you can telephone insert named contact on insert phone number to confirm your intention to attend, alternatively you can e-mail insert email address. Please do not hesitate to contact me if you require any further information in the meantime.

We very much hope that you will be able to join us on insert date.

Yours sincerely

signature

Printed name
Position in School/Academy
Address of Academy

IMPACT

On the [NationalCareersWeek.com](#) website you'll find the impact we provide for young people, schools, colleges and businesses through engagement with NCW – but what about your organisation? How can you measure and see impact?

These tools and resources will allow you to collect information about the events you put on and will reveal some aspirations and future dreams in the process! Use these free tools and show the world what your in-school impact has been by sharing on Social Media with [#NCW2018!](#)

EVALUATION OF EMPLOYER ACTIVITY

Activity:

Where:

When:

Year Group/Form:

AFTER TAKING PART IN THIS ACTIVITY	DEFINITELY 	A LOT 	LITTLE BIT/ NOT MUCH 	NOT AT ALL 
I understand the working world better				
I've learned things that I never would have thought to ask about				
I have learned about jobs that I'd not heard of before				
I have found out more about the job and career opportunities in the industry and the company				
I understand that these opportunities are for males and females from all backgrounds				
I think I would like to do something like this				
The event helped me with making choices about the future				
It was good to talk to and learn from people who work for the company				
The visitors gave me a good impression of the company				

This activity has made me resolve to pay more attention in a subject from now on.

Which subject(s):

The best part of this activity was:

The part I least enjoyed was:

careersinracing

KICKSTART YOUR CAREER IN RACING

Want to work with horses or the exciting world of sport?

If you want to work with horses, there has never been a better time to join the horseracing industry. It has a heritage that spans centuries, and is the second largest spectator sport in the country. Racing and Thoroughbred breeding offer a range of exciting and challenging roles and training opportunities.

You could be involved in looking after some of the best horses in the country or even the world, or pursue a career in another part of this diverse industry. You don't have to be rider to get a job in racing. There are roles based around caring for horses that don't involve riding – but if you want to ride – and if you are prepared to learn we can teach you!

With 60 racecourses throughout Britain – all big sporting and commercial venues – there is something for everyone – Sales Executives, Digital Marketing Managers, Commercial Assistants, Event Managers, Chefs and Hospitality Staff – you can do it all in horseracing! You can start as a school leaver, or apply for our exciting Graduate Development Programme when you leave university.

Right now we are particularly looking for more people to work with horses. You can study for a racehorse care apprenticeship at one of our three dedicated colleges, The Northern Racing College based in Doncaster, The British Racing School in Newmarket and the National Stud. So if you are thinking of an apprenticeship after your GCSE's or A Levels take a look at our dedicated apprenticeship page and sign up to our careers newsletter. All the training providers offer fantastic taster days so take a look now. Racing School training courses start throughout the year – not just at the start of the academic year. Availability now!

Apprenticeships and career newsletter

Find out more on our website

Video: working in racing



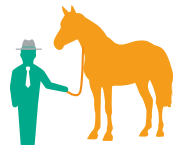
PEOPLE
IN HORSE
RACING



17,400
full time
employees



10,000
working with
horses

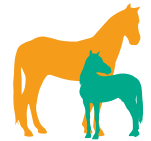


3,000
thoroughbred
breeders

RACEDAY



10,000+
races run



4,500
foals born
each year



14,000
horses in
training



CONTACT US

info@nationalcareersweek.com
www.nationalcareersweek.com

**NATIONAL
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