Engage with... Employers

Introduction

1. Employer Engagement Journey

Educator Resource Pack









Employer Engagement Journey

Stage 1 Get Ready

Recruit a team or assign
roles. This should normally
fall under the remit of a Careers
Lead (CL) but, if you don't have a
dedicated post, you may want to
gather a team of volunteers from
across the school to fulfil the roles:
Leadership; Work Experience
Co-ordinator; School Events
Co-ordinator; Careers
Advisor.

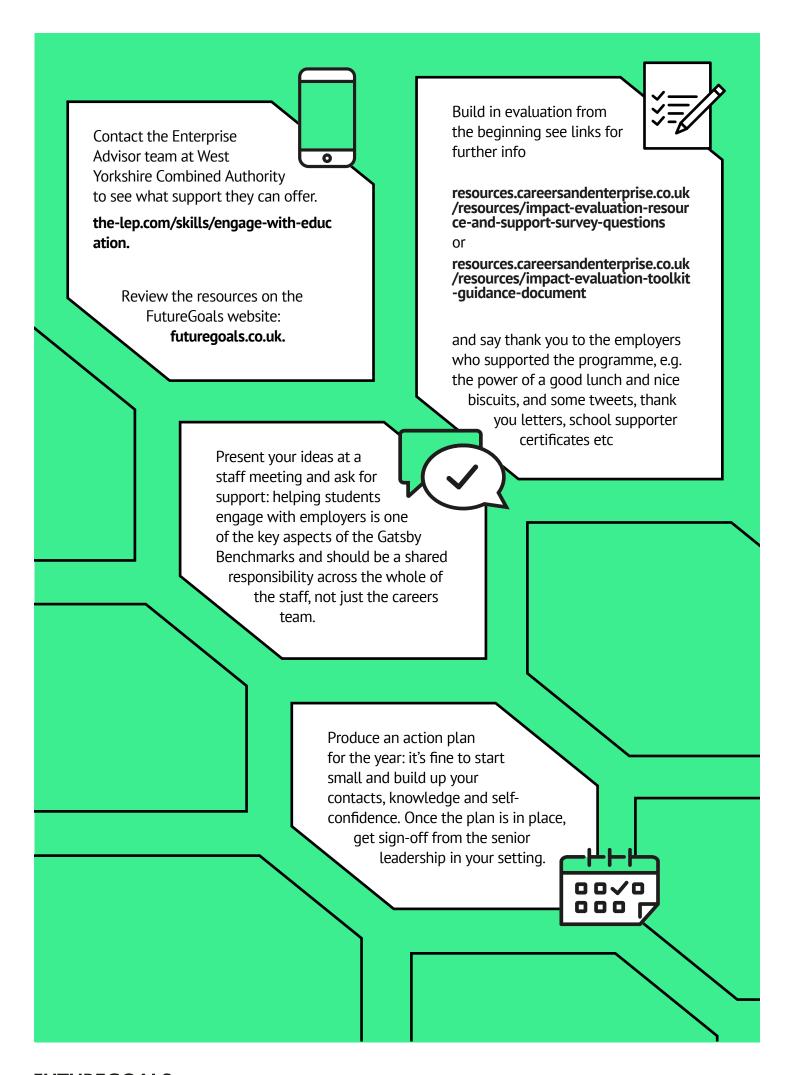
Get buy-in from the Senior Leadership Team, Head Teacher and Governor for Careers that employer engagement is a priority (see Gatsby Benchmarks 4, 5 & 6). eg obtain progression data, feedback from stakeholders, particularly parents and supportive staff members.

With an outline plan of what employer engagement would look like and the aims, go to pitch to SLT anticipating that they will want to understand the potential benefits, how you will minimise negative impacts on the school and how you will measure success.

Review what you think is possible given your resources and your setting and what you want to achieve. Read the Ideas for School or College Programme document; decide what events and activities you can start with. If you already have a programme in place, consider introducing something new this year. The Engagement Calendar has some suggestions of how you could link with alreadyestablished Themed

Weeks.

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Stage 2 Get Going

1

Agree what you are going to send out to prospective partners. Having reviewed the Ideas for School or College Programme and the Engagement Calendar, you should now have a summary of what your school or college has to offer. See School Plan for further details.

2

If you have a really good contact with an employer, you can just pick up the phone and ask them to get involved. In most circumstances, it can be easier to start with a written approach: find out who to address the letter or email to; never send it 'to whom it may concern'. Perhaps adapt our Employer Cover Letter and let them know you will be getting in touch.

3

Sometimes it's making that first phone call that is the most difficult. Set aside some time in the diary and a quiet space to make some calls. Not many people actually enjoy making cold calls but don't let this put you off taking the first step. Read our Overcoming

Objections guide to make sure you are fully prepared.

4

You might want to prepare a script or at least practice your opening lines. Read our Marketing Tips guide. You should always have a specific ask in mind. If they are a completely new contact, this might be: you sending them further information; you go and visit; or they come and visit you. If they don't respond positively to any of the above requests, ask if you can keep their details on file and contact them from time to time.

5

Pick up the phone again and make another call.

Linkedin is also great way to contact employers and is well worth signing up to.

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