

# Liverpool City Region Student Careers Champions

*'Preparing the future workforce for jobs in growth industries'*

## CAREERS LEADER & TEACHER GUIDE



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION

Liverpool City  
Region  
CAREERS HUB

THE CAREERS &  
ENTERPRISE  
COMPANY



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# What is the Students Careers Champions Programme?

## What is the Careers Champion Programme?

The Careers Champion programme has been launched by the Liverpool City Region (LCR) Careers Hub within Secondary Schools and Further Education Colleges designed to improve pupil, staff and parents understanding of growth sectors and wider understanding of local labour market information (LMI).

The Careers Champion programme helps 11- to 19-year-olds develop their understanding of the local labour market, through relevant, engaging, and informal learning.

A Careers Champion is a student ambassador who will represent one of Liverpool City Regions growth sectors and commit to work with the careers team and other champions to promote specific opportunities and information in their chosen sector. **View the Careers Champion launch video - [here](#)**

## School benefits

- ✓ Extend your careers team
- ✓ Raise the profile of Careers in school/college with student voice
- ✓ Develop new employer contacts
- ✓ Help your student population understand career pathways and growth sectors

## Benefits for the student

- ✓ Opportunity to contribute towards school/college careers programme
- ✓ Develop knowledge of career pathways and growth sectors
- ✓ Build your skills and provide evidence for your CV and university or college application statements
- ✓ Develop key employability skills
- ✓ Opportunity to extend your personal and professional network
- ✓ Merchandise - Notebook/tote bag/pen/pin badge for blazer
- ✓ Certificate of participation

## What will they do?

- ✓ 2 pupils will represent one of the 8 growth sectors  
Maximum 16 pupils per school
- ✓ Develop their knowledge of the local economy and growth sectors and share this information with all stakeholders
- ✓ Research opportunities for training and employment in this sector and share and promote these in school/college
- ✓ Engage with national and local careers events and activities
- ✓ With supervision - build links with employers in key sectors
- ✓ Network and attend events
- ✓ Work within an outlined framework to achieve desired outcomes



# How to deliver this in your school

[WHATS INCLUDED \(all documents can be found here\)](#)

1. Introduction to LCR Student Careers Champions
2. School participation form
3. Careers Leader and Teacher Guide
4. Student Careers Champions workbook
5. Parent and Carer guide
6. Student Careers Champion Job Description
7. Student Careers Champions Presentation
8. Student Careers Champions SEND Presentation
9. Career champion Application Form
10. Certificate

**1. Identify your staff coordinator**

In consultation with Career Leaders, identify one or more members of staff in school who will oversee the delivery of the programme.

**2. Select your Career Champions**

- Select between 8 -16 pupils from any year group to represent the 8 growth sectors
- 1 pupil per sector or 2 pupils per sector maximum
- Selecting pupils from a variety of year groups can be beneficial
- There are various ways you could consider offering the programme out to pupils here are some examples:
  - Launch the presentation in assembly / tutor time and pupils can express their interest. If the number of applications exceeds the number of places, then consider asking pupils to complete an expression of interest letter and submit this to the Career's Leader
  - Shortlist and notify successful applicants
  - You can use the **Career Champion Application Form** for students to apply



### 3. **School Participation Form**

Once you have identified your Student Career Champions, complete the **School Participation form** and return to your Enterprise Coordinator (EC). Your EC will then get you signed up and deliver the merchandise ready for you to launch.

### 4. **Launch the programme with your Student Careers Champions**

- In the session you will deliver the PowerPoint, hand out the student workbooks and issue the merchandise. *Each pupil will get a Student Careers Champions pack which includes Tote bag, notebook, pen, folder, and a pin badge to wear on their blazers.*
- Using the PowerPoint, talk the Careers Champions through their job role and preview the student workbook. Talk through each of the 8 sectors, talking about what the sector is, key employers, skills required and types of jobs in this sector.  
*There is a SEND PowerPoint version available.*
- Pupils should then complete the cover page (**Student Careers Champion Job Description**) and put it in their folder to confirm their chosen sector.
- Listed further below are the activities included in the student workbook and additional suggestions of ways for pupils to get involved.
- Confirm the schedule of delivery for the academic year. Ideas for delivery:
  - After school sessions
  - Lunchtime sessions
  - Pupils can work independently
  - Create a team's working group
  - Drop down sessions
- Emphasise that Careers Champions should take ownership of their folders and resources and keep their workbook up to date.



# What is a Growth Sector?

**A sector** is another name for a professional category that describes the types of businesses that exist within it.

**A growth sector** is a part of an economy which experiences a higher-than-average growth rate as compared to other sectors. Their growth is a result of demand for new products or services offered by companies in the field.

**The Liverpool City Region Growth Sectors are:**

- Advanced Manufacturing
- Construction & Built Environment
- Digital & Creative
- Green Growth
- Health & Life Sciences
- Maritime & Logistics
- Professional & Business Services
- Visitor Economy





# Advanced Manufacturing

The Advanced Manufacturing sector includes areas such as: Automotive Manufacture; Aerospace; Pharmaceutical/ Chemical; Food and Drink; Engineering & Machining.

There are some fantastic employers to work for locally including world-renowned brands such as Jaguar Land Rover, Unilever, Pilkington, Inovyn, Astra Zeneca, Alstom, ABB Group.

## **What types of jobs are available?**

Design & Development Engineers, Electrical Engineers, Mechanical Engineers, Plant & Machine operatives, IT Business Analysts, System Architects, Systems Designers and many more.

## **What skills are useful to have in this industry?**

- Critical and Analytical thinking
- Project management
- Excellent attention to detail
- Teamwork
- ICT skills
- Resilience
- Patience and problem-solving
- Literacy and Numeracy
- **STEM** - Science, Technology, Engineering, and Maths





# Construction & The Built Environment

Construction is vital to delivering the infrastructure and buildings needed for the future growth of the Liverpool City Region.

There are some fantastic employers to work for locally including: **Laing O'Rourke, Morgan Sindall Group, Graham Construction, Wates Group & many more.**

## **What types of jobs are available?**

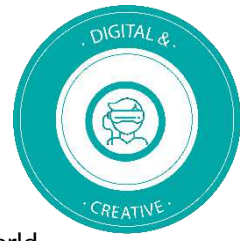
Architects, Bricklayers & Masons, Carpenters & Joiners, Chartered Surveyors, Civil Engineers, Electricians, Glaziers, Painters, Plumbers.

## **What skills are useful to have in this industry?**

- A willingness to learn
- Critical thinking and reasoning
- Literacy and Numeracy
- Written and Oral Communication Skills
- Teamwork and working with others
- Coordination
- Stamina and resilience to overcome challenges
- Organisational Skills
- **STEM** - Science, Technology, Engineering, and Maths







# Digital & Creative

The Digital and Creative Sector is at the heart of the Liverpool City Region's ambitions to be a world-leading creative and digital economy.

There are some fantastic employers to work for locally including: **CNC Robotics, hi-impact, CGA Simulation, Red Ninja, Mashbo, SysGroup, Sony & Many more.**

## What types of jobs are available

Photographers, audio-visual and broadcasting equipment operators, Graphic Designers, Telecommunications Engineers, IT User Support Technicians, IT Business Analysts, Architects, Systems Designers & Many more.

## What skills are useful to have in this industry?

- Problem solving
- ICT (including coding skills)
- Creativity
- Being able to meet deadlines and good time management
- Attention to detail
- Communication
- Negotiation
- **STEM** - Science, Technology, Engineering, and Maths





# Green Growth

The Green Growth Sector consists of businesses and services that provide solutions necessary to support the transition towards a low carbon economy.

There are some fantastic employers to work for locally including: **Cadent (Gas) Orsted, Renewable UK, Ulemco, Siemens, Innogy and many more.**

**What types of jobs are available?** Wind Turbine technicians, Offshore wind maintenance, Recycling, Solar PV Installation and Maintenance, Welding Trades, Engineering Technicians, Environment Professionals, Electricians and many more.

**What skills are useful to have in this industry?**

- Problem solving
- Data and analytical
- Research
- Planning and Construction
- Team work
- **STEM** - Science, Technology, Engineering, and Maths





# Health & Life Sciences

Whether you're treating poorly patients or conducting life-saving research, working in the health and care sector means you'll be making a real difference to the lives of others.

Liverpool City Region is home to many important Life Sciences and Health organisations all undertaking life changing work: **Novartis Vaccines, NHS, Unilever, Perfectus Biomed, Farm Urban, Redx Pharma, Astra Zenica and many more.**

## What types of jobs are available?

Paramedic, Dental practitioner, Doctors, Nurses, Physiotherapists, Care Worker, Midwife, Laboratory work, Chemical Engineer, Biochemist, Biomedical Science.

## What skills are useful to have in this industry?

- Empathy
- Listening Skills
- Project Management
- Managing and Motivating other staff
- Communication skills
- Problem solving- being creative and finding solutions
- Timekeeping
- STEM - Science, Technology, Engineering, and Maths





# Maritime & Logistics

The Maritime and Logistics sector is a key employment sector for the Liverpool City Region it's about moving people and goods over land, water, air and rail.

A modern and efficient Maritime and Logistics sector is vital to support global supply chains across a wide range of other key sectors in the Liverpool City Region and beyond.

**Key employers include** Peel Ports; Stobart Group; TJ Morris; QVC; Liverpool John Lennon Airport; Wincanton; Stena Line, Atlantic Container Line UK Ltd.

## **What types of jobs are available?**

Air-craft pilots, flight engineers, Shipping officers, Transport and Distribution clerks, postal workers, Large goods vehicle drivers, warehousing workers and many more.

## **What skills are useful to have in this industry?**

- Communication Skills
- Problem solving
- Teamwork
- Organisation
- Time Management
- Attention to detail
- Project management
- STEM - Science, Technology, Engineering, and Maths





# Professional & Business Services

The Professional and Business Services (PBS) sector is a major component of the UK economy and a key growth area for the Liverpool City Region. The sector consists of financial, real estate, legal and insurance activities.

**Key employers include:** ARUP; Rathbones; Barclays Wealth; MAM Funds; Investec; Shore Capital; Hill Dickinson; Keppie Massie; Mott McDonald; and KPMG.

**What types of jobs are available?** Human Resources, Legal professionals, Accountants, Financial Managers, Call & contact centre occupations and many more.

## What skills are useful to have in this industry?

- Accuracy and attention to detail
- English and maths
- Project management
- Report writing
- ICT/Digital
- Critical and Analytical thinking
- Teamwork
- Problem solving
- Communication and Influencing Skills
- Resilience and Motivation





# Visitor Economy

The visitor economy is a major driver of economic growth and prosperity in the Liverpool City Region. The visitor economy comprises a whole eco-system made up of museums, theatres, venues, restaurants, hotels, bars, shops and transport operators. This combination of assets makes the Liverpool City Region a great visitor attraction location.

**Key employers include:** John Lennon Airport, Echo Arena and BT Convention Centre, Football Clubs, Museums & Art Galleries, Aintree Racecourse and many more

**What types of jobs are available?** Travel Agents, Restaurant & Hotel staff, Sales & Retail assistants, Leisure & Sport Managers, Chef, Air travel assistant and many more.

## What skills are useful to have in this industry?

- Good communication and social skills
- Customer service
- Teamwork and working with others
- Resilience, patience and overcoming challenges
- Reliability and Punctuality
- Literacy and Numeracy
- Foreign Language Skills - Bilingual or Multilingual



## Other areas of the UK

Each region in the UK has a different economic landscape and different growth sectors. Take a look at this video showing a group of year 9 pupils talking about their local economy in the North East. [Our Region, Your Future - YouTube](#)

## Activities in pupil workbook

<b>Activity 1</b>	Design a growth sector display board in your school/college
<b>Activity 2</b>	Analyse the LCR Be-more Portal and ensure this is shared with pupils / staff / parents
<b>Activity 3</b>	Create a growth sector leaflet to share with pupils / parents / careers advisors / teachers
<b>Activity 4</b>	Ensure your growth sector is represented on the website
<b>Activity 5</b>	Meet with curriculum leaders to present your growth sector and share ideas and information to help them incorporate this into lessons
<b>Activity 6</b>	Work with your head of year and other career champions to plan an assembly
<b>Activity 7</b>	Identify a post 16 and 18 pathway/qualification linked to your industry and obtain information to share in the careers library eg: course leaflets
<b>Activity 8</b>	Identify 10 companies in your sector that offer apprenticeships and obtain information to share in school eg: posters / guides / leaflets / web links
<b>Activity 9</b>	Business research – identify 5 companies of varying sizes in your chosen sector
<b>Activity 10</b>	Social Media takeover – identify link person involved in social media and work with them to share sector information – This could be done during National Careers Week

## Additional Activities

Look out for regional business events in your sector: eg Manufacturing week and share your findings with your leader.
Attend Parents Evenings and Careers Fairs and showcase sector information
Support the Careers Leader to make new connections with employers
Ensure classrooms have careers posters that represent your industry
Conduct a pupil survey to find out what pupils understand about your sector
Ask the careers leader / advisor for information on pupil destinations – are pupils choosing courses / apprenticeships linked to growth sectors?
Meet and Greet visiting employers and school guests
Attend governor meetings to present your sector information

