



Liverpool City Region Student Careers Champions

'Preparing the future workforce for jobs in growth industries'

STUDENT CAREERS CHAMPION WORKBOOK



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Activities do not need to be completed in chronological order. Pupils can dip in and out of each activity as information for some will feed into another.

Consider the time of year when deciding on what activity to complete.



Activity 1.

Plan, Design & Construct a careers display that will be put up in your school to help students learn about growth sectors and opportunities.

You should speak to a member of staff in school to identify a suitable space for the display this could be in:

- Canteen
 - School Hall
 - Corridor
 - Classroom
- Consider an area with maximum footfall and exposure.
- Your display should clearly explain the sector and provide information about the skills & qualifications required to work in this sector. Include reference to post 16 courses and pathways and businesses that operate in this sector.
- You can use the following websites to help you:
- <https://lcrbmore.co.uk/>
 - <https://www.liverpoolcityregion-ca.gov.uk/careers>
 - <https://growthplatform.org/sectors>

Top Tips

- Include images and suitable size text and ensure you check spelling and punctuation.
- Research careers notice board / school notice board ideas using google.
- Upon completion you should ensure all teachers know about the noticeboard so they can inform pupils.

Evidence:



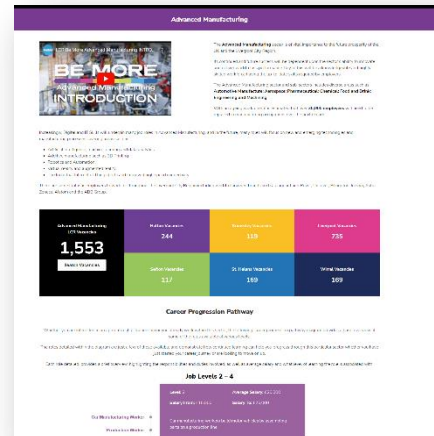
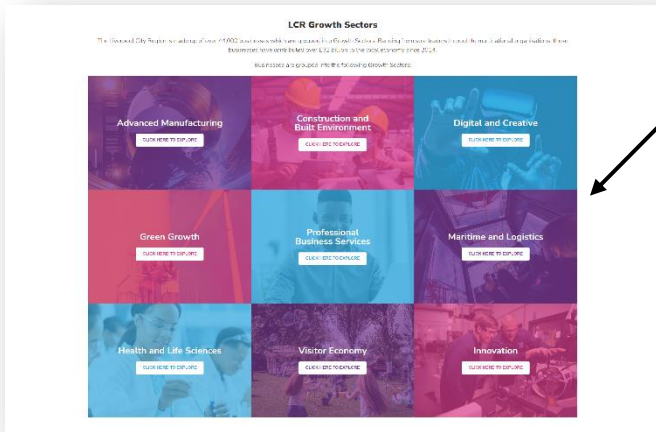
Activity 2.

Analyse the LCR Be-more Portal and consider ways to encourage pupils / staff / parents to visit the website and read / find out more about your growth sector area.

The LCR Be-more portal <https://lcrbemore.co.uk/>

Sign up and make an account, use your personal email address if you have one

Navigate to the LCR Growth Sector section and click on your sector



Top Tips

- Consider how you will communicate the information eg: digital / verbally / newsletter / email / text / noticeboards / letters
- What would motivate someone to seek out this information?
- Print off anything that you find useful in your sector and add to your folder

Evidence:



Activity 3.

Create a growth sector leaflet (digital or printed) to share with pupils / parents / careers advisors / teachers

What is a leaflet? A leaflet is made from a single sheet of paper with printed matter on one or both sides.

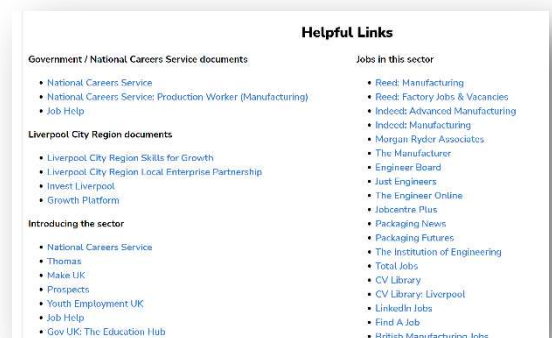
What is the purpose of a leaflet? Leaflets are used to disseminate information or to promote a product or service.

What should I include on the leaflet?

Use an appealing layout – you could consider using a pre-defined template.

Placeholder text explaining your growth sector.

Images and graphics showcasing your growth sector.



Top Tips

- Use the helpful links provided in your sector area on the be-more portal.
- Consider how you will communicate the leaflet? Digitally or printed? How will you distribute this?
- Does everyone need to receive the leaflet or can you save on distribute to certain groups?
- Are there any sector organisations that could help?
- Check with the champion leader if you have permission to print. If not then you will have to distribute digitally.
- Research what makes a good leaflet design.
- Seek help and guidance from staff who are experienced with graphic design.

Evidence:



Activity 4.

Ensure your growth sector is represented on the website

You should review your school website and identify the careers section. Analyse the careers section of the website and consider how you can add to this to include information about your growth sector.

Top Tips

- Work with other career champions to combine ideas to ensure all sectors are represented on the website.
- Create a plan and include what you think should be included on the website – consult the school careers leader about this.
- You should also consult the school web designer about your ideas.

You can use the following websites to help you:

- The LCR Be-more portal <https://lcrbmore.co.uk/>
- Labour Market Information sheet - [Gatsby Benchmark 2 Guide](#)
- <https://www.liverpoolcityregion-ca.gov.uk/careers>
- <https://growthplatform.org/sectors>

Evidence:



Activity 5.

Meet with curriculum leaders to present your growth sector and share ideas and information to help them incorporate this into lessons

Top Tips

- Book some time with curriculum leads and present your growth sector to them – this can be done using PowerPoint.
- Offer suggestions and ideas regarding the curriculum area incorporating this information into their schemes of work.
- Share resources with teachers that could be used in their lessons eg: <https://lcrbemore.co.uk/>
- Share resources and information with teachers on a ongoing basis via a shared folder/email/teams group.

Evidence:



Activity 6.

Work with your head of year and other Student Career Champions to plan an assembly

Organise a school assembly for a particular year group to educate the students on your growth sector. This can be completed as a group project with the other careers champions or by individual sector champions.

Top Tips and Ideas

- Speak with the relevant person to organise a suitable date and identify a target year group
- Work with other Student Careers Champions
- Research your sector thoroughly, get the most up to date information and facts on your sector
- Include information on opportunities available eg: College courses, University courses and apprenticeships.
- Compile your information into a PowerPoint presentation
- Use images, diagrams, video clips to get your message across

Presentation Tips

- Plan – who is your audience, what does your audience need to know?
- Have a good opening and end. Set the scene at the beginning, what is it you want the audience to understand
- Interact with the audience, maybe add in a quick-fire quiz, or ask the audience to put if their hands if they know a fact
- Have eye contact and use your hands
- Share your passion you have for the sector
- Be prepared for any questions at the end
- Don't rush it, pause in between
- Practice!

Evidence:



Activity 7.

Identify a variety of post 16 and 18 pathways/qualification slinked to your industry and obtain information to share in the careers library e.g.: course leaflets

You should conduct some research to identify what FE Courses, HE Courses, and Apprenticeship opportunities are available within your sector area.

For example, if you represent Advanced Manufacturing, you should look at what courses are available at local colleges and training providers e.g.: BTEC and TLevel qualifications. Likewise look at available apprenticeship opportunities and higher education courses e.g.: HNC / Degree Level.

Upon identifying opportunities ensure that relevant literature is available in the careers library for students to access. Or you might want to download a course leaflet and include this on a noticeboard or within a form class / sixth form common area?

Top Tips

- Use this guide to obtain a list of FE Colleges, Universities and Apprenticeship providers - [Further and Higher Education guide](#)
- You could consider contacting the College / University direct and asking to speak to school liaison staff who can help you identify useful resources such as posters, booklets, leaflets relating to each course. (Contact details are included in the link above)

Evidence:



Activity 8.

Identify 10 companies in your sector that offer apprenticeships and obtain information to share in school
eg: posters / guides / leaflets / web links

Top Tips

- Research your sector and look at company websites to see if they offer apprenticeships.
- Use the Apprenticeship Government website to see which companies offer apprenticeships – [Find an apprenticeship - GOV.UK \(www.gov.uk\)](http://www.gov.uk)
- You can use the following website to help you: <https://lcrbemore.co.uk/>

Top tips to identify employers:

- Look out for local economic news through local business pages and social media e.g. [LBN Daily - Liverpool's Leading Business News Website](#)
- Search [business directories](#)
- Search job sites - Indeed/Total Jobs
- Contact your local Council to enquire about opportunities
- Search [Find an Apprenticeship](#) to identify employers who are offering apprenticeships in your area.
- Local business networks such as *Chambers of Commerce*, *Federation of Small Businesses* and/or *Innovation and Incubation Hubs* (e.g. University Innovation Centre) often have employer lists on their websites.

Evidence:



Activity 9.

Business research – identify 5 companies of varying sizes in your chosen sector and create a profile for each one. Type up each profile and save these in your folder. This research can feed into other tasks.

To include: What they do. The Job roles available. Size of the business. History etc.

Top Tips

- Use the internet to research companies.
- You can use the following websites to help you:
- <https://lcrbmore.co.uk/>
- <https://www.liverpoolcityregion-ca.gov.uk/careers>
- <https://growthplatform.org/sectors>

Top tips to identify employers:

- Look out for local economic news through local business pages and social media e.g. [LBN Daily - Liverpool's Leading Business News Website](#)
- Search [business directories](#)
- Search job sites - Indeed/Total Jobs
- Contact your local Council to enquire about opportunities
- Search [Find an Apprenticeship](#) to identify employers who are offering apprenticeships in your area.
- Local business networks such as *Chambers of Commerce*, *Federation of Small Businesses* and/or *Innovation and Incubation Hubs* (e.g., University Innovation Centre) often have employer lists on their websites.

Evidence:



Activity 10.

Social Media takeover – identify link person involved in social media and work with them to share sector information via social media – This could be done during National Careers Week.



Social media is a powerful tool that allows users to share and create content to their network. Does your school and college have any social media platforms? Speak to the Student Careers Champion Lead and ask them how you can get involved with social media in your school.

National Careers Week 2023 is being held between 6th and 11th March. National Careers Week (NCW) is a one-week celebration of careers guidance and free resources in education across the UK. Look at their website and social media to see how you can use social media in your school during that week. There are other key weeks in the year such as National Apprenticeship Week, so be sure to research and see how you can promote these events too!

Top Tips for using social media

- Create a plan, what do you want to achieve? What is the message you want to get out?
- Who is your audience? Ensure you are using the correct content for your audience
- Keep your message clear and concise
- Use appropriate, related images to engage the reader
- Always speak to a member of staff to approve before putting information out on social media

Evidence:

