

Scottish Careers Week

Get involved

7-11 November 2022

Shape the future with Scottish Careers Week

Great career support helps people find their passion and thrive. It showcases exciting future opportunities in Scotland's key industries, matches employers with local talent, and can make a real and lasting difference.

And in the year that the most ambitious review of Scotland's career services in a generation was published, it's crucial that we act on the insight gathered from young people, their parents and carers, employers and career practitioners. To enable them to succeed in the future, we must offer the support and opportunities they need to develop their knowledge and experience of the world of work.

That's why we launched Scottish Careers Week in 2021 and will return this year from 7-11 November. With more 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 make positive choices.



7-11 November 22

myworldofwork.co.uk/scottish-careers-week

#ScotCareersWeek22

Get involved!

Scotland has world-class career services and we want to shout about the fantastic support that's available!

We're delivering Scottish Careers Week again with a wide range of partners, and we'd be delighted if you can join us to help shape the future.

Following the publication of the Career Review recommendations – which detail how career services need to evolve in response to the changing world of work – we want to showcase:

- how career education is brought to life within schools, colleges and universities
- the opportunities to experience work, exploring jobs in different ways
- how career services meet the needs of individuals, employers and communities.

There are lots of ways to get involved, and 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 career choices.

If you have a great idea for a Scottish Careers Week event, please share details with marcomms@sds.co.uk – we'd love to hear about it.

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Ideas for schools – shape their future

Bring careers into the classroom

Deliver a career lesson with our easy-to-use lesson plans and teaching resources.

Designed with teachers, they support delivery of the Curriculum for Excellence and the Career Education Standard. They also introduce and develop career management skills.

From helping young people understand decision making to exploring careers in mathematics, modern languages and many other industries, our resources can help you deliver a career focussed class during Scottish Careers Week.

If you deliver a session, we'd love to know about it! Tag us on Twitter @mywowscotland with **#ScotCareersWeek22**



[Download resources for secondary teachers on My World of Work](#)

[Download resources for primary teachers on My World of Work](#)

Join or host an event

With an SDS Careers Adviser and DYW Coordinator in every state secondary school in Scotland, your school career team can work with you to develop events and activities. From aligning your career fairs to Scottish Careers Week to hosting events for parents, there are lots of ways to get involved.

You can also book activities or request speakers and support for events 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.

SDS and a range of partners will also be running events during Scottish Careers Week. Whether it's careers fairs or webinars, 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.

All event details will be added to My World of Work, look out for detail coming soon at www.myworldofwork.co.uk/scottish-careers-week

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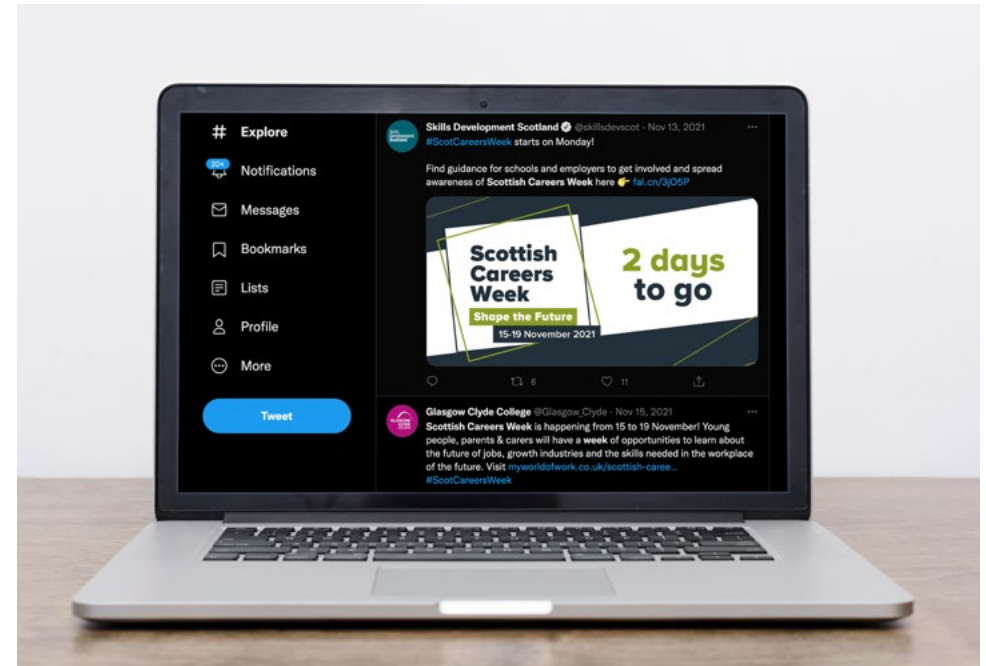
Join the DYW Live! Scottish Careers Week Programme

Education Scotland, e-sgoil, Founders4Schools and SDS are working in partnership to deliver a range of inspirational talks aimed at pupils from a wide range of industry experts through the week. Four 30-minute sessions will run each day between 7 – 11 November taking place at 9.45, 11.00, 12.30 and 14.00. Look out for the full schedule coming soon at <https://e-sgoil.com/dyw> and join with your class.

Sign up to our Teachers' newsletter

Our monthly Teachers' newsletter provides updates and the latest news and information on our career education support and resources, and will provide a regular update on our plans for Scottish Careers Week.

[Sign up on sds.co.uk](https://sds.co.uk)



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Ideas for employers – Shape your future

Organise or support career events

Shape your own future workforce by organising a local career event to raise awareness of you as an employer.

With jobs in demand across many sectors, Scottish Careers Week is a great opportunity to provide career inspiration and encourage people to explore roles in your industry.

You could promote the variety of roles and pathways into your industry, offer local workplace visits, networking events, careers fairs, work placements, mentoring, and skills demonstrations. There are lots of ways you can get behind Scottish Careers Week and shape your future.

Find your [local SDS centre on My World of Work](#) and [let us know](#) about any activity you're delivering.

Get involved with local schools

We're looking for employers to help build young people's job readiness and grow their knowledge of the world of work through Scottish 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.

To find out more or get involved contact your [local DYW Group](#) or [visit Marketplace](#) if you have an offer already created that you would like to promote.

Showcase your staff

Authentic stories provide the career inspiration young people want to see.

Share inspiring examples of the career journeys and alternative routes people have taken to reach their role in your organisation. Tag [#ScotCareersWeek22](#) in the stories you share.

Shout about your support for career development

Scottish Careers Week is the ideal opportunity to promote the career development opportunities you offer to your employees — whether it's through training, work experience, mentoring, apprenticeships, CPD or career progression. You could organise a week of learning and development to highlight these opportunities to your team.

Showcase your support for your team and their career development through case studies and promote your stories using [#ScotCareersWeek22](#)

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[#ScotCareersWeek22](#)

Employers – Shape your future

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. All events will be shared on 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](https://twitter.com/mywowscotland)

 [Facebook /myworldofwork](https://facebook.com/myworldofwork)

 [Instagram @mywowscotland](https://instagram.com/mywowscotland)



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Career Practitioners – shape the future

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 and engaging with community groups or other local partners, let's shine a light on the fantastic career services that are available to people of all ages.

Help us spread the word

There are lots of opportunities for a wide range of our customers to get involved in Scottish Careers Week – we need your help promoting them to people of all ages across Scotland. These will include local and virtual events, webinars, talks and other activities. Find out what's going on in your area at www.myworldofwork.co.uk/scottish-careers-week and keep an eye on our social media channels using **#ScotCareersWeek22**.

You know your local area best and understand the opportunities and talent that's out there. Help shape the future by spreading the word about Scottish Careers Week and encouraging local organisations and employers to get involved. You could invite them to host a careers event and connect them with local job seekers.

Showcase what you do best

During Scottish 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, deliver a CV masterclass, organise themed career days to highlight what you do to develop people's career management skills, debate careers of the future in your school, college or university, or host a drop-in career clinic for your customers?



Key messages

Following a successful first campaign in 2021, Scottish Careers Week is back from 7-11 November, with the aim of highlighting the amazing career support available across Scotland.

Scotland has world class career services and Scottish Careers Week provides an opportunity to highlight them to people of all ages across the country.

The world of work is changing rapidly, career services play a key role in helping people prepare and progress.

To succeed in the future, it's more important than ever that we help people of all ages to develop their career management skills, knowledge and experience of the world of work.

There is a wealth of opportunity in our economy and labour market. Scottish Careers Week is your opportunity to highlight your industry and attract fresh talent.

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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'.



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Get involved on social

You can also support the campaign by sharing content on your social channels ahead of and during Scottish Careers Week. You'll find suggested posts you can adapt below:

#ScotCareersWeek22 is back from 7-11 November! We're joining the campaign to #ShapeTheFuture by showcasing the wide range of career support available to people of all ages across Scotland. Find out more at myworldofwork.co.uk/scottish-careers-week

We want to help people find their passion and thrive – that's why we're supporting #ScotCareersWeek22 from 7-11 November. Want to join us? Find out how you can #ShapeTheFuture at myworldofwork.co.uk/scottish-careers-week

Scotland has world class career services and we're joining #ScotCareersWeek22 to help highlight them to people of all ages across Scotland. Find out how you can get involved and #ShapeTheFuture at myworldofwork.co.uk/scottish-careers-week

From 7-11 November, #ScotCareersWeek22 returns with a week of events and activities to highlight career support and exciting opportunities across Scotland. Find out how you can get involved and #ShapeTheFuture at myworldofwork.co.uk/scottish-careers-week

At #ScotCareersWeek22 from 7-11 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 support available across Scotland to help you shape your future – find out more at myworldofwork.co.uk/scottish-careers-week

We're excited to support #ScotCareersWeek22 to help #ShapeTheFuture by showcasing the wide range of careers in <insert sector>. Join us from 7-11 November to learn more about <your organisation>. Visit: myworldofwork.co.uk/scottish-careers-week

#ScotCareersWeek22 from 7-11 November is your chance to #ShapeTheFuture by providing career inspiration to people of all ages across Scotland – find out how to get involved at myworldofwork.co.uk/scottish-careers-week

There are so many exciting careers available in <industry>. Join us during #ScotCareersWeek22 from 7-11 November as we highlight routes into these roles!

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Find out more

Visit the **Scottish Careers Week** campaign page for additional information and resources



Email marcomms@sds.co.uk for advice on how you can support Scottish Careers Week



Visit [My World of Work](#) for more information on the career support provided by [Skills Development Scotland](#)



Find your local careers centre at myworldofwork.co.uk/centres

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Thank you!