

# Department for Education

My First Job - Supporter Toolkit

Working with Employers to Inspire  
Young People's Futures



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for Education

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# About the campaign

# Our Aim - Inspiring Young People's Choices

We want to ensure young people have access to information about *all* the options open to them so they can choose the path that's right for them.

We know the powerful and inspiring role employers can play in this process, and we'd like to work with you to help young people understand all the options open to them.

One part of this is the My First Job campaign. In this pack you will learn more about My First Job and find resources and ideas you can adapt to use for your communication channels to get involved.

There are lots of ways to get involved and your support is greatly appreciated. Employers play a vital role in helping young people and their parents, to understand the value of different education and training pathways, and how they can open the door to a range of exciting opportunities.



# How can you get involved with My First Job?

My First Job is a campaign being led by the Department for Education. We are calling on the support of employers to help inspire as many young people, and their parents to explore all of the exciting education and career choices available to them.

We want to bring to life these career options and show young people there are lots of routes out there to a happy, fulfilling future. In particular, we want to work with you to highlight the fact employers value the knowledge and skills technical education routes provide. Technical education and work-based training not only takes young people to the top, but they also play an important role in helping build the workforce needed for economic recovery and growth.

Working together, we want to share the career stories of your organisations' Early Career Achievers and/or Senior Business Leaders to inspire young people and their parents, encouraging them to explore the different roles and sectors available to them.



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# My First Job

Through inspiring storytelling, senior leaders and early career high fliers take a look back at their first job, how they entered the industry, and how they reached their current position.



Carl Ennis,  
CEO of Siemens UK



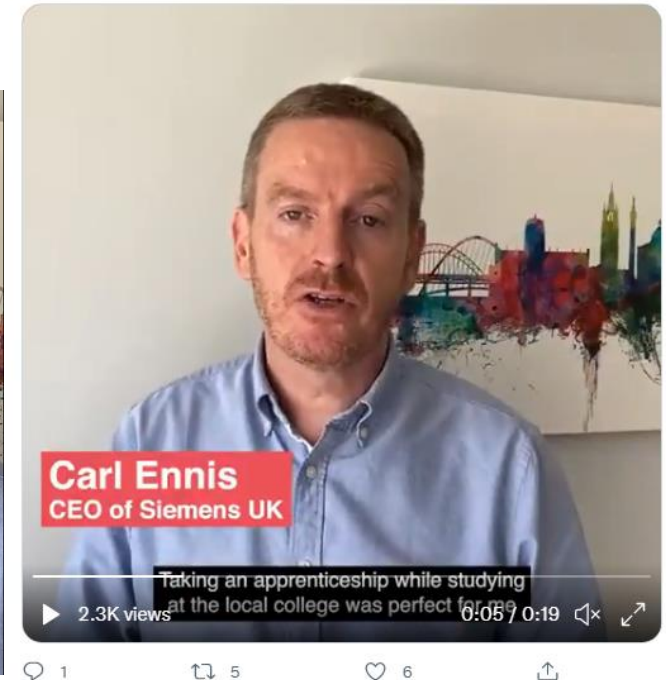
Department for Education @educationgovuk · Aug 22  
Carl Ennis started his career as an apprentice and has gone on to become the chief executive of @Siemens in the UK.

He tells us why technical choices such as #TLevels and #apprenticeships are so valued by employers.

Find your path at:  
[nationalcareers.service.gov.uk/exam-results](https://nationalcareers.service.gov.uk/exam-results)

@SiemensUKNews

# HS2



**Showcasing your organisation through *My First Job***

# Showcasing your people

We know your organisation is full of talented and successful people - we want to showcase your Early Career Achievers and Senior Business Leaders, sharing their stories to inspire young people. We have included two briefs below to give you an idea of the type of individuals we are looking for:

## Early Career Achievers

We want to hear from the young people (aged 24-30) in your organisation who have achieved early career success. Perhaps they have appeared on your industry's '30 under 30' list, have reached a managerial position or achieved a personal ambition e.g. a young home-owner, that would resonate with our young people.

## Senior Business Leaders

We are looking to work with C-suite executives and other senior personnel in your organisation to take a nostalgic look back at their first ever job. We would love to discuss things they wish they had known and the skills and experiences they wished they'd had when they entered the working world - and how technical education can help prepare you.



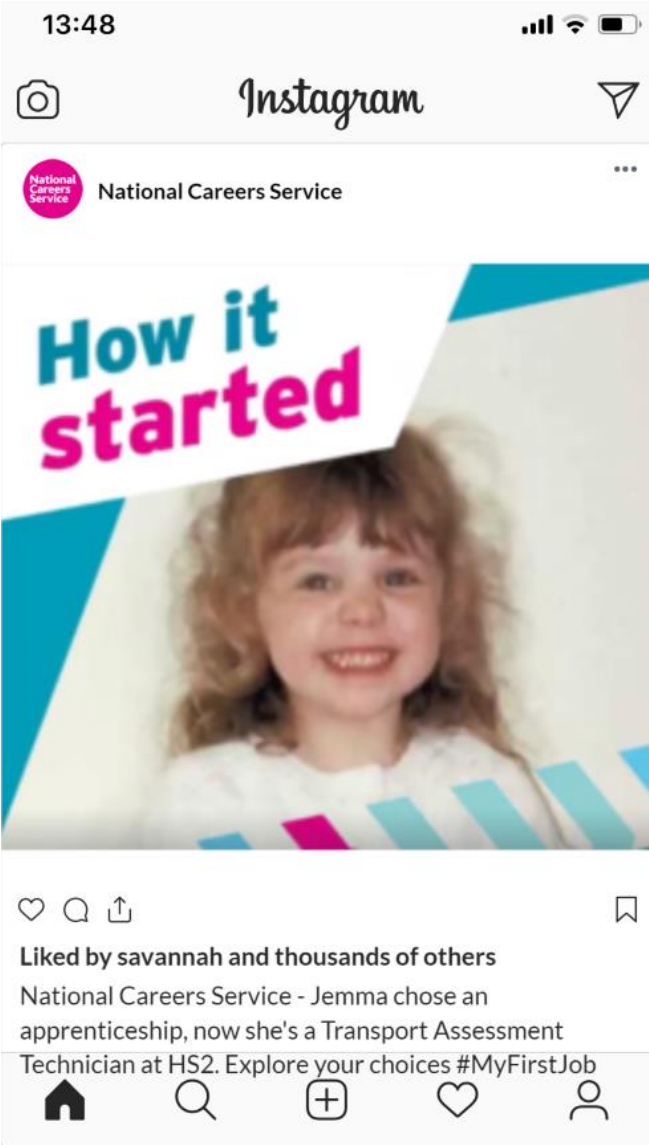
# Different ways to share your My First Job story

There are a number of ways your Early Career Achievers and Senior Business Leaders can get involved. The below menu of activities could help inspire their support and draw out their My First Job story.

- 1. Your reflections:** share a light-hearted story reflecting on your first job - how you got a step on the ladder, any humorous slip ups along the way. You could share your progression story or why you think technical education pathways can be a valuable route into your sector. This could take the form of a blog, or a 'talking heads' video piece to camera.
- 2. Advice:** you could share tips and advice for young people looking to get a foot on the ladder, such as a 'Letter to my younger self' style piece. This could work as a blog or for a LinkedIn post.
- 3. How it started, how it's going:** in short form for social, you could share photos from your time at school or college or from early career days alongside a current career photo - along with a short anecdote which tells your progress story. See examples on slide 12

# Communication tools

# How It Started...How It's Going for social media



# How It Started...How It's Going



An editable version of the “How it started, How it’s Going” graphic to the right is available here: [Click Here to Download](#)

You can then use these across social media accounts along with an accompanying post.



# How It Started...Getting involved on social media

The template for How It Started, How It's Going can be downloaded here: [Click Here to Download](#) and this can be used on all channels to showcase your Early Career Achievers and by Senior Business Leaders. We have drafted the following template skeleton social posts you can adapt to post 'How It Started, How It's Going' content for your organisation.

## *Early Career Achievers - example:*

- *X name X* chose an apprenticeship, now at *X insert age X* they've progressed to *X insert current role, organisation X*. Explore your choices and visit the National Careers Service website at <https://nationalcareers.service.gov.uk/careers-advice> #MyFirstJob

## *Senior Business Leader - example:*

- *X name X* started their career with an apprenticeship, *X* years on and they're heading up *X organisation X* as CEO. Explore your choices and visit the National Careers Service website at <https://nationalcareers.service.gov.uk/careers-advice> #MyFirstJob



# My First Job - videos



Other My First Job videos are available to download or share here:  
[Early Career Achievers - My First Job](#)

# My First Job - video



An end-slate graphic which you can use in your My First Job video is available here: [My First Job templates](#)

If you haven't got the correct software to download the end slate or add it to your video, please sign post to the National Careers Service website in your video with the call to action: *Explore your choices and visit the National Careers Service website at <https://nationalcareers.service.gov.uk/careers-advice> #MyFirstJob*

You can then use your video across social media accounts along with an accompanying post.



## Getting in touch

Thanks so much for your interest in supporting *My First Job*. If you have any questions or need any further information, please contact the team at [YoungPeoplesFutures@fourcommunications.com](mailto:YoungPeoplesFutures@fourcommunications.com)