

The logo for Skills Development Scotland, featuring a vertical line of ten teal dots on the left side of a white rectangular box. The text "Skills Development Scotland" is written in a bold, teal, sans-serif font to the right of the dots.

## Skills Development Scotland

## Foreword

The Women into STEM Project includes working with our stakeholders and partners to develop awareness, access, and participation for young females to become involved in STEM activities and pathways.

## Influencing the Influencer's

Female senior pupils in Renfrewshire and Forth Valley secondary schools sought to increase awareness of STEM related opportunities by creating marketing messages for their peers.



# Morven McColl

## Young Enterprise Scotland



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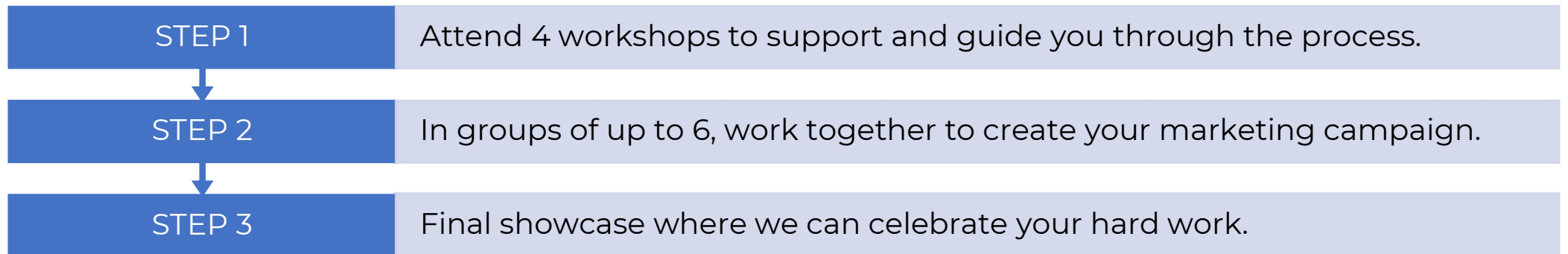


# The School Programme

*We challenged S5 & S6 students to create a marketing campaign to encourage more young women – their peers – to get into STEM based careers.*

**10 Schools**

**57 Participants**





# The School Programme

*We challenged S5 & S6 students to create a marketing campaign to encourage more young women – their peers – to get into STEM based careers.*

4

Workshops



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Intro to Programme - Marketing

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Customers & Market Research

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Pitching

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Circular Economy

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# Submissions

Submit





# Submissions

*Amrit Dhillon, Emma Collinge & Zenab Hanif*

***Trinity High***





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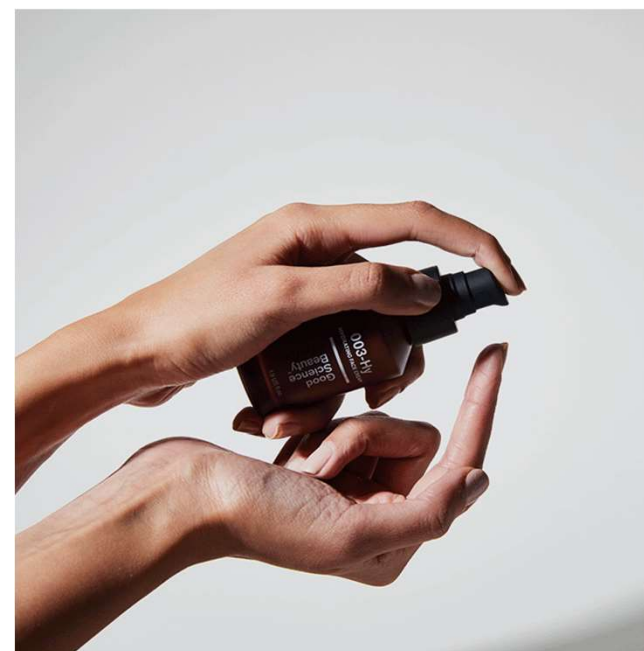




# Submissions

*Nina Tahir*

***Paisley Grammar***







# Cosmetic Scientist



Nina Tahir



## How do I become a Cosmetic Scientist?

- You need to first earn a **Chemistry Degree**.
- Gain **work experience**
- Earn a **Postgraduate Degree**
- It takes up to **four years** to become a **Cosmetic Scientist** and has a starting salary of **£20,000** but can go up to **£50,000** in just a year.



## Cosmetic Scientist Jobs

- Analytical Scientist (testing)
- Process Chemist (Analysis)
- Particle and Powder Characterisation Scientist
- Cosmetic Scientist – Measurement Specialist
- Synthetic Chemist
- Biocide Chemist (destroy harmful substances)

## Work Experience

As a starter, you can do **fellowship programs, apprenticeships and temporary jobs**. You could alternatively start work as a **lab assistant** or **technician**. These jobs can often be found at **Unis** or **Cosmetic Companies**.

**Some useful Links:**

- <https://uk.indeed.com/m/jobs?q=Cosmetic+Chemistry>
- [https://www.glassdoor.co.uk/job/student-lab-assistant-jobs-SRCH\\_KO0,21.htm](https://www.glassdoor.co.uk/job/student-lab-assistant-jobs-SRCH_KO0,21.htm)
- [https://uk.karier.co/job/No7-Beauty-Company-Science-Intern-Boots-A29?utm\\_campaign=google\\_jobs\\_apply&utm\\_source=google\\_jobs\\_apply&utm\\_medium=organic](https://uk.karier.co/job/No7-Beauty-Company-Science-Intern-Boots-A29?utm_campaign=google_jobs_apply&utm_source=google_jobs_apply&utm_medium=organic)





# Submissions



*Abbie Ferguson, Skye Smith & Rachel Taylor*

***Braes High***





# WOMEN IN STEM

**ARE YOU INTERESTED IN A CAREER IN STEM?**

**DO YOU FEEL THERE IS A GENDER GAP IN STEM?**

**ARE YOU AWARE OF THE CAREERS IN STEM?**



- ENGINEER
- BIOLOGIST
- CHEMIST
- ZOOLOGIST
- ACCOUNTANT
- HEALTH CARE
- DOCTOR
- VET
- DENTIST
- PSYCHOLOGY
- CRIMINOLOGY
- CONSTRUCION

**WOMEN ONLY MAKE UP ONLY 28% OF THE WORKFORCE IN STEM.**

**Want to find out more?  
Come along to our workshop and fill out our team's form.**



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Scotland



# Submissions

*Abby Caldwell*

***Trinity High***



# Women Into STEM

- A career in STEM can be rewarding, well paid, interesting and it can take you all over the world.
- If you love science, maths, tech or computing, then why not choose a career in STEM?



Did you know?

Only 13% of the overall UK STEM workforce are women even though 35% of STEM students in further and higher education are women.

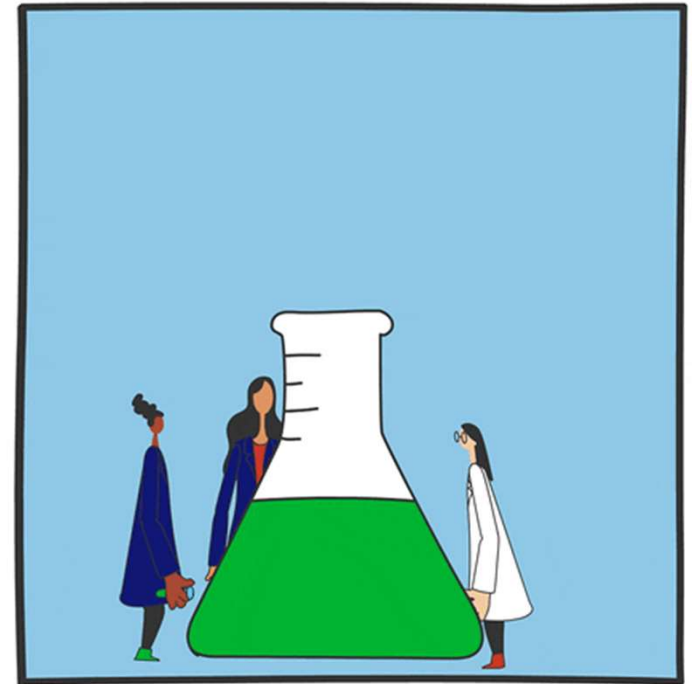
Possible careers in STEM include:

- Engineer
- Economist
- Chemist
- Meteorologist
- Microbiologist
- Computer Scientist
- Ethical Hacker
- Architect
- Vaccinologist

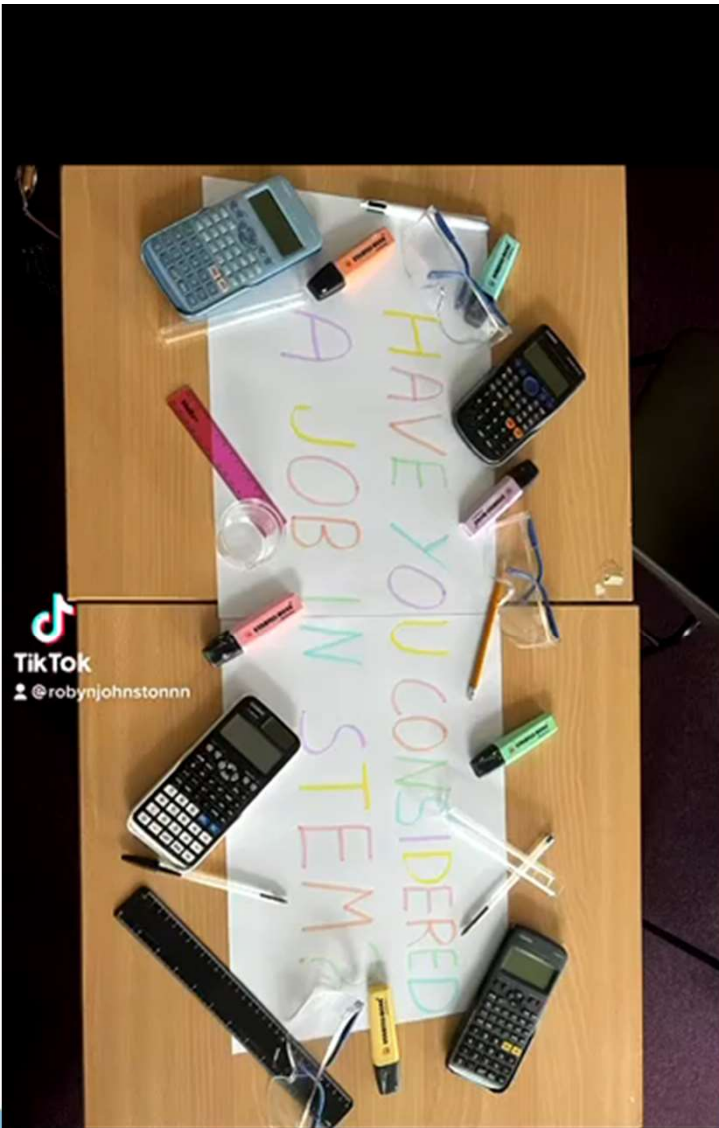
# Submissions

*Holly Barrett, Isla Sutherland,  
Robyn Johnston, Eilidh  
Goodwin & Cora McLaughlin*

***Trinity High***







TikTok  
@robynjohnstonn

**We need more girls  
in STEM**



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# Questions & Comments







# Closing & Next Steps

