

Skills  
Development  
Scotland

# Scottish Careers Week

Shape the Future

13-17 November 2023

# Campaign Toolkit

[myworldofwork.co.uk/scottish-careers-week](https://myworldofwork.co.uk/scottish-careers-week)

#ScotCareersWeek23

# 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, matching employers with local talent, and makes a real and lasting difference.**

With cost-of-living pressures, the climate emergency, an ageing population, and advancing technologies all changing how we work and the type of work we do – it's never been more important to help people of all ages access and understand the opportunities out there, and the support available to them.

Now in its third year, join us from **13-17 November** for Scottish Careers Week 2023. Through events, activities and information, we'll shine a light on the support that's available to everyone across Scotland to make positive choices and shape the future.



13-17 November 23

[myworldofwork.co.uk/scottish-careers-week](https://myworldofwork.co.uk/scottish-careers-week)

#ScotCareersWeek23

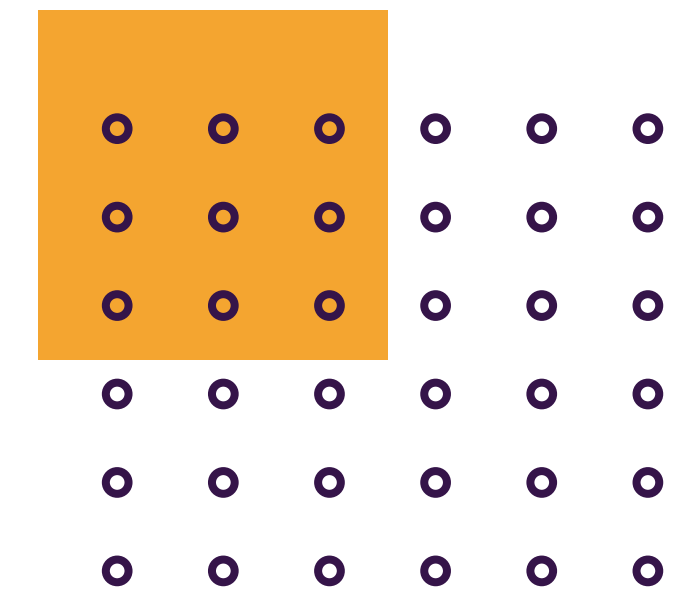
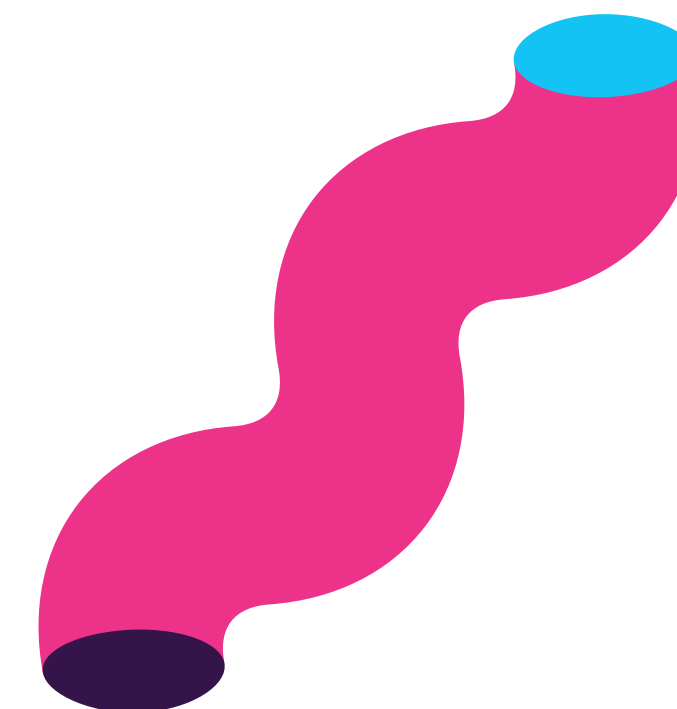
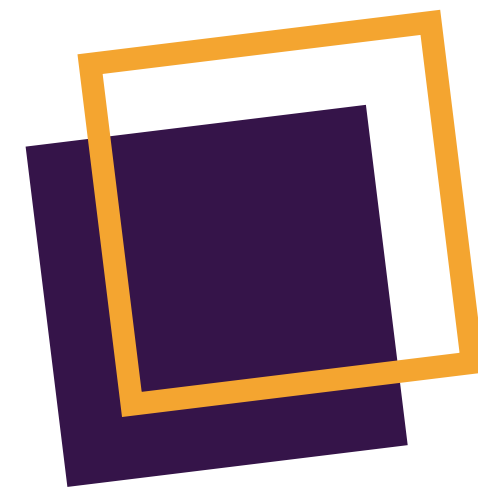
# Get involved!

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

Scottish Careers Week showcases partnerships right across the career ecosystem and we'd be delighted if you join us to help **shape the future**.

There are lots of ways to get involved, and whilst this toolkit has specific guidance for schools, employers and career practitioners, any organisation that helps support career choices can get involved.

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



13-17 November 23

[myworldofwork.co.uk/scottish-careers-week](https://myworldofwork.co.uk/scottish-careers-week)

#ScotCareersWeek23

# Ideas for schools: Shape their future

## Bring careers into the classroom

Help your students shape their future careers 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 meta-skills and career management skills.

From helping them understand essential skills including communication and decision making to exploring careers in mathematics, modern languages and many other subjects, 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 X [@mywowscotland](https://twitter.com/mywowscotland) with [#ScotCareersWeek23](https://twitter.com/ScotCareersWeek23)



**My  
World of  
Work**

[Secondary teacher resources](#)

[Primary teacher resources](#)

[Meta-skills toolkit](#)

## 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 virtual talks aimed at pupils from a wide range of industry experts through the week.

Look out for the full schedule coming soon at <https://e-sgoil.com/dyw> and join online with your class.

Four 30-minute virtual sessions will run each day between 13-17 November taking place at: 9.45, 10.45, 11.45 and 13.45.



13-17 November 23

[myworldofwork.co.uk/scottish-careers-week](https://myworldofwork.co.uk/scottish-careers-week)

[#ScotCareersWeek23](https://twitter.com/ScotCareersWeek23)



# Ideas for schools: Shape their future

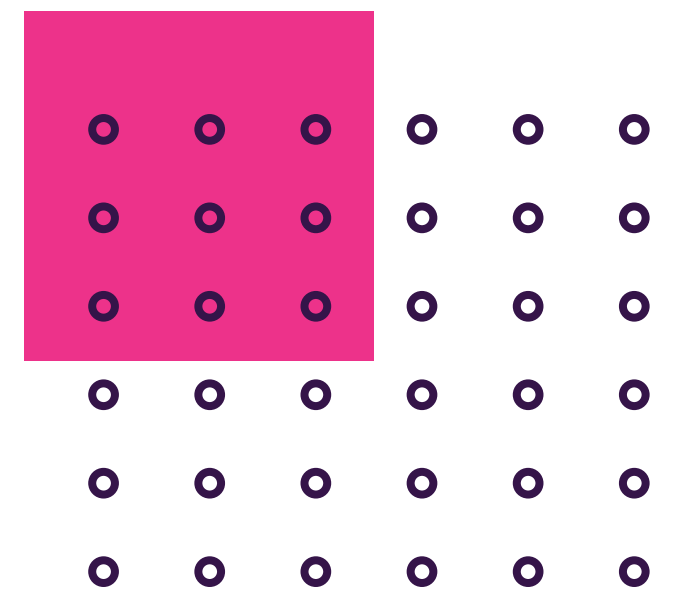
## Join or host an event

With an SDS Careers Adviser and DYW Coordinator in every state secondary school in Scotland, your school careers team can work with you to develop events and activities that best suit the needs of your pupils. From aligning your career fairs to Scottish Careers Week to hosting events for parents, there are lots of ways to get involved. You can 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:** join the 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.



# Ideas for schools: Shape their future

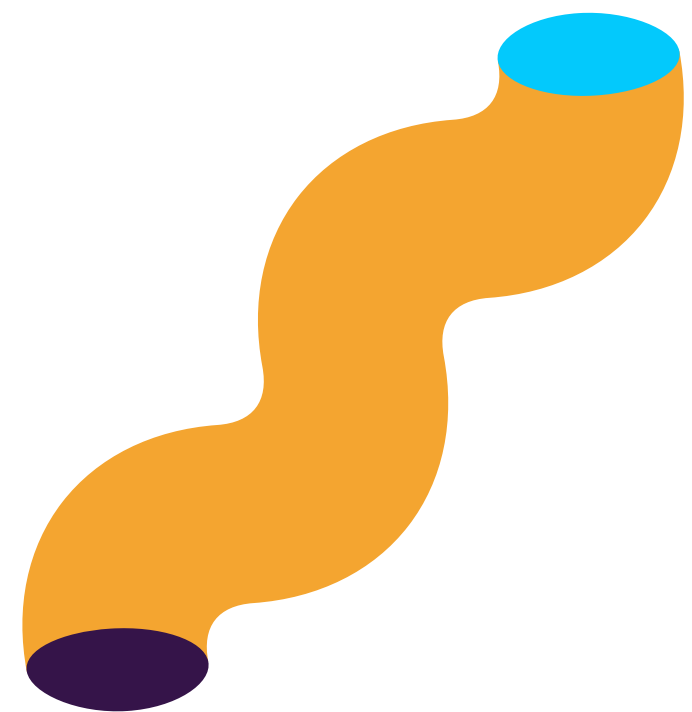
## Sign up to our Teachers' newsletter

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 plans for Scottish Careers Week.

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

**Hosting an event during Scottish Careers Week? Log the details at [sds.co.uk](https://sds.co.uk) and we'll share in the event listings to help promote.**

**Look out for detail on all Scottish Careers Week events coming soon to My World of Work.**



# Ideas for employers – Shape your future

## Organise or support career events

With jobs in demand across many sectors, Scottish Careers Week is a great opportunity to provide career inspiration and encourage people to explore exciting roles and pathways into your industry. You could offer local workplace visits, networking events, careers fairs, work placements, mentoring or skills demonstrations.

Find your **local SDS centre on My World of Work** and **contact your local SDS careers advisers** about ideas for Scottish Careers Week events. Let us know about any activity you're delivering - we can help promote in your local area.

## 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 contact your **local DYW group** or visit **Marketplace** if you have an offer already created that you would like to promote.

# Ideas for employers – Shape your future

## 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 online using **#ScotCareersWeek23**

## 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 **My World of Work**.

And don't forget to help us spread the word – follow the main social media channels and check pages 12 and 13 for suggested social media posts.

- **X @mywowscotland**
- **Facebook /myworldofwork**
- **Instagram @mywowscotland**





# 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.

## Showcase what you do best

During Scottish Careers Week you have the opportunity to raise awareness of the great work you already do. Why not schedule a careers workshop in your local community, deliver a CV masterclass, organise themed career days, debates on careers of the future in your school, college or university, or host a drop-in career clinic for your customers?

## Help us spread the word

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.

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 across Scotland. These will include local and virtual events, webinars, talks and other activities. Find out what's going on in your area at **My World of Work** and keep an eye on our social media channels using **#ScotCareersWeek23**.



# Key Messages

Career services are here for everyone. They're in your community and at your fingertips.

Scottish Careers Week is about the great work we do and the difference we make.

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

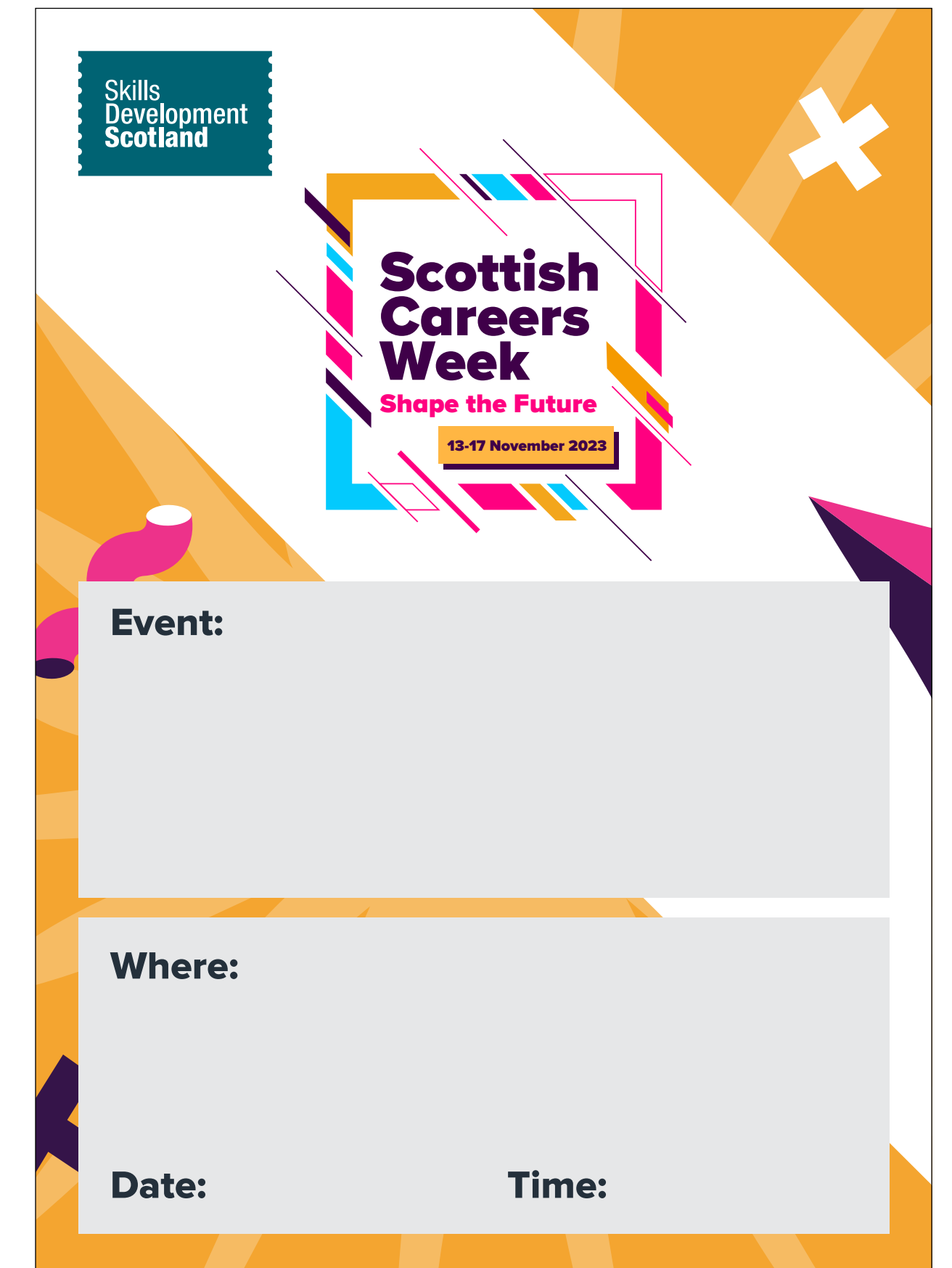
Career services are working together to deliver for our customers, in partnership.

Let's work together to shine a light on career services and how we deliver together.

# 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'.



# Get involved on social: 'How it started > How it's going'

## Join in on social and share your career journey

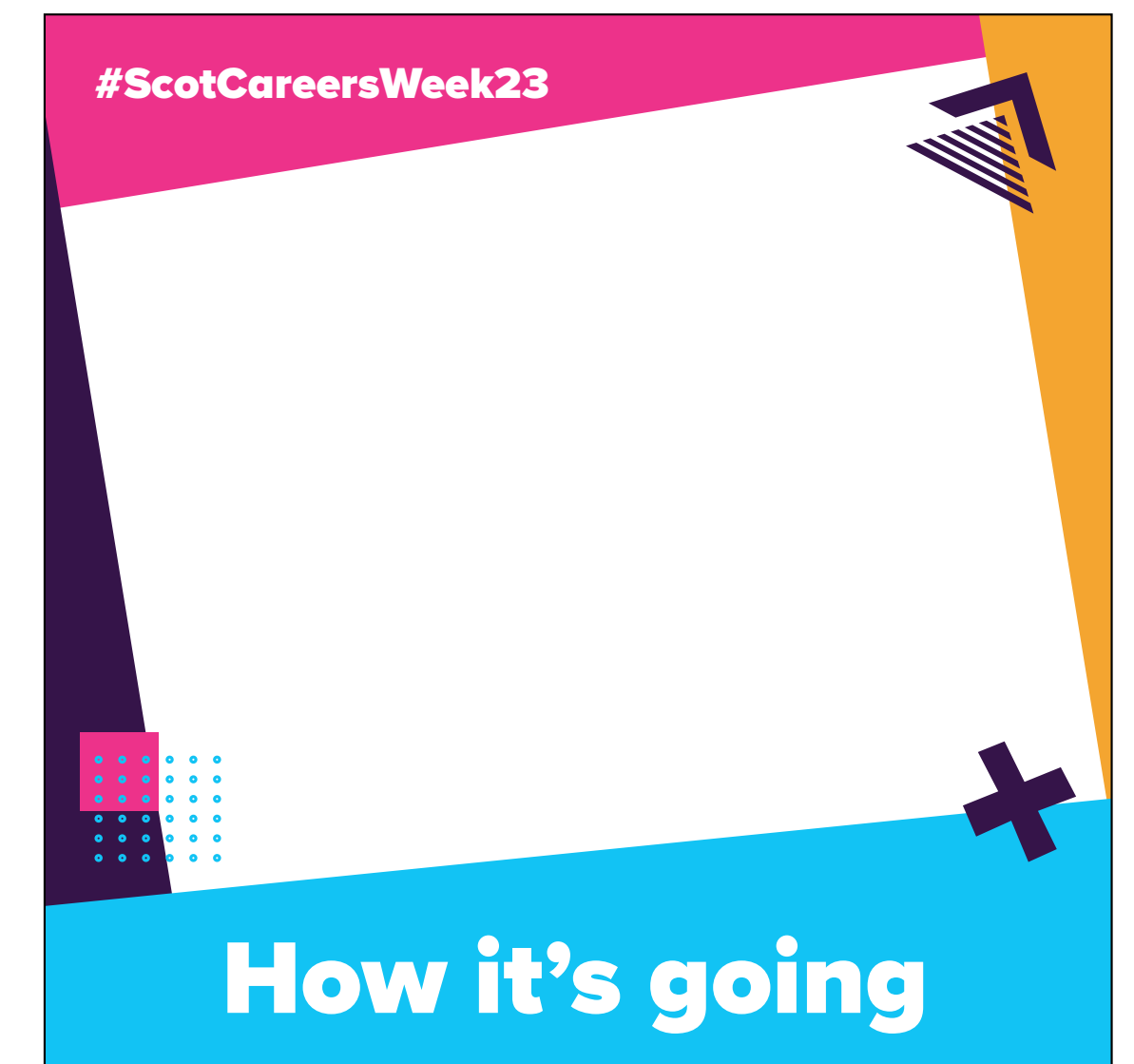
We love to see career journeys and origin stories – that's what really inspires people. Get involved with our social campaign and share career journeys from you and your colleagues, and have a bit of fun with showing 'how it started' and 'how it's going'.

It's easy to join in, simply post two photos which best sum up the start of your career journey and where you are now. We also have free, easy to use templates for you to use to make your post really stand out.

Remember to tag us and use the hashtag **#ScotCareersWeek23**

Download the templates here and add your photos.

- **How it started**
- **How it's going**





# Get involved on social

**You can also support the campaign by sharing content on your social channels ahead of and during Scottish Careers Week 2023.**

You'll find suggested posts you can adapt below:

**#ScotCareersWeek23** is back from 13-17 November! We're joining the campaign to **#ShapeTheFuture** by showcasing the career support we provide across Scotland. Get involved and learn more at [myworldofwork.co.uk/scottish-careers-week](https://myworldofwork.co.uk/scottish-careers-week)

Scotland has world class career services available for everyone, in every community. We're joining **#ScotCareersWeek23** 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](https://myworldofwork.co.uk/scottish-careers-week)

We want to help people find their passion and thrive – that's why we're supporting **#ScotCareersWeek23** from 13-17 November. Want to join us? Find out how you can **#ShapeTheFuture** at [myworldofwork.co.uk/scottish-careers-week](https://myworldofwork.co.uk/scottish-careers-week)

From 13-17 November, **#ScotCareersWeek23** returns with a week of events and activities to highlight the career support available to everyone across Scotland and industries with exciting opportunities. Find out how you can get involved and **#ShapeTheFuture** at [myworldofwork.co.uk/scottish-careers-week](https://myworldofwork.co.uk/scottish-careers-week)

We're excited to support **#ScotCareersWeek23** to help **#ShapeTheFuture** by showcasing the wide range of careers in <insert sector> - join us from 13-17 November to learn more about <your organisation>.

There are so many exciting careers available in <industry> - join us during **#ScotCareersWeek23** from 13-17 November as we highlight routes into these roles!

# Find out more

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

✉ Email [marcomms@sds.co.uk](mailto:marcomms@sds.co.uk) for advice on how you can support Scottish Careers Week

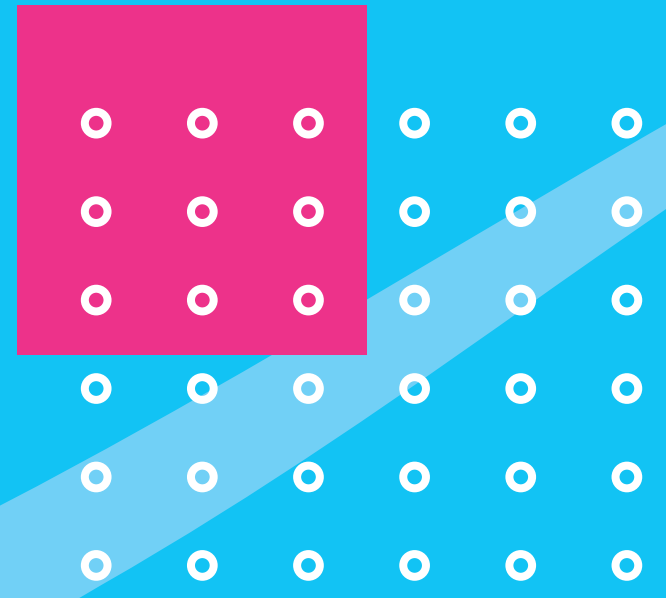
🖱 Visit [My World of Work](https://www.myworldofwork.co.uk) for more information on the career support provided by Skills Development Scotland

📍 Find your local careers centre at [myworldofwork.co.uk/centres](https://www.myworldofwork.co.uk/centres)

## Relive the Scottish Careers Week 2022 highlights

Take a look back at **last year's campaign**, get excited for what's to come in 2023 and find inspiration for your own events!





**Thank you!**

