

**Engage  
with...  
Employers**

# **Introduction**

**1. Employer Engagement Journey**



**Educator  
Resource Pack**

# Employer Engagement Journey

## Stage 1 Get Ready

Recruit a team or assign roles. This should normally fall under the remit of a Careers Lead (CL) but, if you don't have a dedicated post, you may want to gather a team of volunteers from across the school to fulfil the roles:


- Leadership; Work Experience Co-ordinator; School Events Co-ordinator; Careers Advisor.




Get buy-in from the Senior Leadership Team, Head Teacher and Governor for Careers that employer engagement is a priority (see Gatsby Benchmarks 4, 5 & 6). eg obtain progression data, feedback from stakeholders, particularly parents and supportive staff members.

With an outline plan of what employer engagement would look like and the aims, go to pitch to SLT anticipating that they will want to understand the potential benefits, how you will minimise negative impacts on the school and how you will measure success.

Review what you think is possible given your resources and your setting and what you want to achieve. Read the Ideas for School or College Programme document; decide what events and activities you can start with. If you already have a programme in place, consider introducing something new this year. The Engagement Calendar has some suggestions of how you could link with already-established Themed Weeks.






Contact the Enterprise Advisor team at West Yorkshire Combined Authority to see what support they can offer.

**[the-lep.com/skills/engage-with-education](http://the-lep.com/skills/engage-with-education)**.

Review the resources on the FutureGoals website:  
**[futuregoals.co.uk](http://futuregoals.co.uk)**.




Build in evaluation from the beginning see links for further info

**[resources.careersandenterprise.co.uk/resources/impact-evaluation-resource-and-support-survey-questions](http://resources.careersandenterprise.co.uk/resources/impact-evaluation-resource-and-support-survey-questions)**

or


**[resources.careersandenterprise.co.uk/resources/impact-evaluation-toolkit-guidance-document](http://resources.careersandenterprise.co.uk/resources/impact-evaluation-toolkit-guidance-document)**

and say thank you to the employers who supported the programme, e.g. the power of a good lunch and nice biscuits, and some tweets, thank you letters, school supporter certificates etc



Present your ideas at a staff meeting and ask for support: helping students engage with employers is one of the key aspects of the Gatsby Benchmarks and should be a shared responsibility across the whole of the staff, not just the careers team.

Produce an action plan for the year: it's fine to start small and build up your contacts, knowledge and self-confidence. Once the plan is in place, get sign-off from the senior leadership in your setting.



## Stage 2 Get Going

**1**

Agree what you are going to send out to prospective partners. Having reviewed the Ideas for School or College Programme and the Engagement Calendar, you should now have a summary of what your school or college has to offer. See School Plan for further details.

**2**

If you have a really good contact with an employer, you can just pick up the phone and ask them to get involved. In most circumstances, it can be easier to start with a written approach: find out who to address the letter or email to; never send it 'to whom it may concern'. Perhaps adapt our Employer Cover Letter and let them know you will be getting in touch.

**3**

Sometimes it's making that first phone call that is the most difficult. Set aside some time in the diary and a quiet space to make some calls. Not many people actually enjoy making cold calls but don't let this put you off taking the first step. Read our Overcoming Objections guide to make sure you are fully prepared.

**4**

You might want to prepare a script or at least practice your opening lines. Read our Marketing Tips guide. You should always have a specific ask in mind. If they are a completely new contact, this might be: you sending them further information; you go and visit; or they come and visit you. If they don't respond positively to any of the above requests, ask if you can keep their details on file and contact them from time to time.

**5**

Pick up the phone again and make another call.

Linkedin is also great way to contact employers and is well worth signing up to.

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