

Career information, advice and guidance

Enhanced services: Helpline, My World of Work, Career Education

Comms toolkit for partners

Please find included in this document suggested comms that can be used across your own digital channels to support promotion of our enhanced services, which are now being launched.

Many thanks for your support!

Introduction

National skills agency Skills Development Scotland, working in partnership with local authorities and other local and national partners, has developed a range of enhanced services to support individuals at this critical time and in a range of circumstances, including furloughed workers and those looking for or facing difficulties with employment.

School pupils and their parents and carers can also access a wide range of support as they consider their options, whether staying on or preparing to leave school.

Recognising the wide range of services available nationally and locally, SDS is working with partners to ensure people can find and access the right support at the right time.

Key aspects of these enhanced services include:

- An expanded **Helpline** at **0800 917 8000** offering customers direct access to career support from our expert advisers.
- **Career information and advice** through Scotland's online service www.myworldofwork.co.uk, including a range of online learning courses and immediately available jobs. There's also support with developing your CV, applying for jobs and links to national and local support services.
- An **eight-week career education programme** of activities that young people can undertake at home. The series of weekly lessons are designed for each Secondary school stage as well as support for Primary transition.

Web copy

All audiences

If your job, education or future choices have been affected recently by the pandemic, Skills Development Scotland can help you take control.

Online information and expert careers advisers can support you to manage your current situation and plan for the future. And they can direct you to local and national partners to access the right support for you.

Services are free and support people of all ages including those on furlough, those looking for employment or facing employment uncertainties, and pupils (and their parents and carers) staying on or preparing to leave school.

- You can call the Helpline on **0800 917 8000** to speak to an expert adviser.
- And find career information and advice online at www.myworldofwork.co.uk, including immediate job vacancies, online learning, and support with CVs and applications.

Young people/pupils

Leaving school is always an uncertain time, but especially right now. If you're worried about exam results, leaving school or your next steps, your Skills Development Scotland careers adviser is still available to help you make the right decisions for you.

They can help you think about your options now and in the future... whether it's college, uni, apprenticeships, getting into a job or further learning.

You can phone the Helpline to speak to an adviser on **0800 917 8000**.

And find lots of information and advice to help you at www.myworldofwork.co.uk.

Parents and Carers

Leaving school is always an uncertain time, but especially right now. If your child is worried about their next steps, Skills Development Scotland can help them understand their options whether it's college, uni, apprenticeships, getting into a job, or further learning.

Their career services are there for everyone and can also support you if your employment or future choices have been impacted recently. Services are free and impartial.

- Call the Skills Development Scotland Helpline to speak to an expert adviser on **0800 917 8000**.
- And find lots of career information and advice to help you and your child at www.myworldofwork.co.uk.

Teachers

New career education programme from Skills Development Scotland

To support the continuing delivery of career education until the end of the school year, Skills Development Scotland has developed a suite of fun and inspiring ready-to-use teacher resources for use with P7 through to school leavers.

This is a progressive eight-week programme delivered as a series of weekly lessons and uploaded at the start of each week from 18 May. All the weekly activities come with a lesson plan for teachers and learning resources for pupils. The resources are a mixture of hands-on and online activities with accompanying pupil worksheets where required.

The lessons relate to themes from the Career Education Standard (CES) Exemplification Tool and Career Management Skills (CMS) Framework. Within each teacher lesson plan there is more detail on the CES 'I can' statements and CMS competencies that are covered.

For more information and to access the resources visit www.myworldofwork.co.uk.

Newsletter copy

All audiences

- Skills Development Scotland has launched a range of services to support those whose education, job or future choices have been affected by the pandemic. Call the Helpline on **0800 917 8000** or visit www.myworldofwork.co.uk for more information.

Young people/pupils

- Your Skills Development Scotland careers adviser is still available to help you make the right decisions for you. Call the Helpline on **0800 917 8000** or visit www.myworldofwork.co.uk for career information and advice.

Parents and Carers

- Skills Development Scotland has launched a range of career services to support you and your child during the pandemic. Call the Helpline to speak to an adviser on **0800 917 8000** and find lots of career information and advice at www.myworldofwork.co.uk.

Teachers

- Skills Development Scotland has designed a programme of ready-to-use career education resources to inspire your pupils to think about their future. The home learning activities are designed for pupils from P7 through to school leavers and include lesson plans for teachers. Go to www.myworldofwork.co.uk/career-education-programme.

Social media

Suggested post content and images are included below.

Or look out for posts on SDS Twitter channels @skillsdevscot, @mywowscotland, Facebook /myworldofwork or Instagram /mywowscotland, and share these with your followers.

Facebook

- Have your employment and career been impacted by COVID-19? Skills Development Scotland is there to support you. Call the Helpline on 0800 917 8000 to speak to an expert adviser or visit www.myworldofwork.co.uk/employed.
- We know that a lot of things feel out of control right now. And your career may be one of them. Skills Development Scotland can help. Call the Helpline on 0800 917 8000 or visit www.myworldofwork.co.uk/employed.
- Your Skills Development Scotland school careers adviser is still there to help you make decisions about your future. Call the Helpline on 0800 917 8000 or visit www.myworldofwork.co.uk/pupils.
- If your child is worried about the impact of COVID-19 and their future choices, Skills Development Scotland can help. Call the Helpline on 0800 917 8000 to speak to an expert adviser or visit www.myworldofwork.co.uk/parents-carers.
- Skills Development Scotland has just launched a programme of inspiring career education activities for teachers to use with P7 to senior secondary pupils. More details at www.myworldofwork.co.uk/career-education-programme

Twitter

- Has your career been impacted by COVID-19? @skillsdevscot can help you take back control. Call the Helpline or go to www.myworldofwork.co.uk/employed today.
- If your career or employment feels out of control right now, @skillsdevscot can help. Call to speak to an expert adviser on 0800 917 8000 or go to www.myworldofwork.co.uk/employed
- Your @skillsdevscot careers adviser is still there to help you make decisions about your future. Call the Helpline on 0800 917 8000 or go to www.myworldofwork.co.uk/pupils today.
- Parents and carers, @skillsdevscot can help take the worry out of future career decisions for you and your child. Call the Helpline on 0800 917 8000 or go to www.myworldofwork.co.uk/parents-carers today.
- New programme of inspiring career education activities from @skillsdevscot for P7 to senior secondary. Find out more www.myworldofwork.co.uk/career-education-programme

Images

SDS can supply the images below to support messages. Please ask your SDS contact to send them to you or email marcomms@sds.co.uk.

For messages related to the Helpline and online support on My World of Work.



For messages related to the career education programme.

