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**YOUTH
EMPLOYMENT
WEEK**



base
british association for
supported employment

THE CAREERS &
ENTERPRISE
COMPANY



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CREATING OPPORTUNITY FOR ALL



Youth Employment Week is an annual celebration of young people and employers. Now in its 2nd year, this event will take place from 15 - 19th July 2024.

Our theme - **Creating Opportunity For All** - puts a focus on inclusivity at every level.

We're inviting employers, educators and supporters of young people to share the stories, opportunities and events that will help young people at every stage of their career journey.

Together, we'll connect young people to the jobs, training, and insight they need to grow their careers.

Inside of this pack, you'll find resources and assets that you can download and share to help you plan and promote your activities.



MONDAY DISCOVER

Day 1 is all about **discovering** amazing careers. Young people should know about all of their options so they feel empowered to choose their path - whatever that looks like for them. Our goal is to inspire the next generation and encourage them to reach for the stars.

TUESDAY BUILD

Day 2 is dedicated to **building** skills and knowledge. Transferable skills are just as important as having the right qualifications and that's why we're sharing ways to cultivate skills confidence. Every young person has the potential to achieve their ambitions with a strong skill set under their belt.

WEDNESDAY GROW

Day 3 focuses on **growing** your career and connections. The key to elevating careers is networking with professionals, something we know young people value yet struggle to build early in their career journey. We're ensuring they have everything they need to expand their horizons.

THURSDAY EMPLOYERS

Day 4 highlights the youth friendly **employers** kickstarting careers with incredible opportunities. This day is all about sharing great early careers, including apprenticeships, entry level roles, graduate schemes, summer jobs and work experience. Lets help young people find unforgettable experiences.

FRIDAY CELEBRATE

Friday is all about **celebrating** all that is good about youth employment. Young people add great value to organisations, from the insight and fresh perspectives they bring to the loyalty and dedication they have. We want to hear your stories and case studies, so be sure to share them with us across social media.

YOUTH EMPLOYMENT WEEK THEMES

Plan and run your own activities during this week and utilise the resources in this toolkit.

We'll be looking out for your stories during the week. Use **#youthemploymentweek** to share how you've joined in with Youth Employment Week.



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MONDAY DISCOVER



To make informed and confident decisions about their future, young people need to hear about *all* the different careers and pathways available to them. Through early careers hubs, careers fairs, talks, workshops, and employer interactions, they can **discover** their options.

Resources for teachers:

We have created an educators quick start guide to our Careers Guides, which can be found on our website here. Our Careers Guides explore careers, industries and the pathways into them as well as labour marketing information and more. [**Download here**](#)

Ways for employers to get involved:

- Collaborate with a school or college and organise a visit to answer questions from students and showcase the opportunities at your company
- Host an open day within your organisation so young people can discover more about who you are and the opportunities available
- Create a short video for your social channels explaining the different roles, opportunities and pathways within your company

Additional resources for employers:

- [Review your early careers outreach with the Benchmark tool](#), complete the **Explore** section on your Members dashboard
- [What Employers Can Expect From Careers Fairs \(And What Young People Expect From You\)](#)
- [How Can Employers Run Activities And Workplace Encounters In Schools?](#)



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TUESDAY BUILD



We need to emphasise the value of **building** skills that can be applied to any career. Not all young people have access to the work experience or networks that can be useful in getting started in a career, so we want to show the skills that they can build that are most useful to employers.

Resources for teachers:

We have created an educators quick start guide to our Young Professional Programme, and our Virtual Work Experience which can be found here. All of our training resources are free to use and have a focus on skills building that supports young people on the journey from education to employment. [Download here](#)

Ways for employers to get involved:

- Explore our Members Dashboard for insight and advice on reviewing your early career roles, how to make opportunities more accessible and inclusive
- Share a case study of an employee from your organisation that has had an unconventional career path or career change and how they've used transferrable skills
- Highlight the skills your colleagues need in their every day roles across your social media channels

Additional resources for employers:

- [Strength-Based Recruitment: A Complete Overview](#)
- [Inclusive Recruitment: Should You Drop Grade Requirements On Early Career Job Vacancies?](#)
- [Measure and monitor your practices with the Benchmark tool](#), complete the **Experience** section on your Members dashboard



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WEDNESDAY GROW



Connecting with employers and other professionals is essential to career development, opening up new opportunities and possibilities. Young people want support to make connections and to **grow** within their existing careers.

Resources for teachers:

We have created an educators quick start guide to networking and LinkedIn which can be found here. This guide includes what networking is, why it is important and activity ideas on how to build networking skills. [Download here](#)

Ways for employers to get involved:

- Explore our Membership Dashboard for insight and advice on making meaningful connections in your early careers programme and as an employer of younger staff
- Host an internal networking event allowing colleagues from across your business to build on their connections
- Connect with us on [LinkedIn](#) and share with us your career progression story to inspire young people starting their careers

Additional resources for employers:

- [Working With Universities: Youth Employment UK's Top Tips For Employers](#)
- [Review your development opportunities with the Benchmark tool](#), complete the **Employment** section on your Members dashboard
- [Creating A Mentoring Scheme In The Workplace: 6 Key Steps](#)
- [Creating Training And Development Plans For Young People](#)



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THURSDAY EMPLOYERS



In the 2023 Youth Voice Census, we heard young people say they can't access jobs locally. We're using our [interactive opportunity finder](#) to promote our Members' vacancies and events to connect young people with **employers** who care about creating opportunities and development.

Resources for teachers:

We have created an educators quick start guide to our Opportunity Finder, an interactive tool to find local opportunities from Youth Friendly Employers, which can be found here. [Download here](#)

Ways for employers to get involved:

- Create a video for your social channels showcasing the reasons why you're a youth friendly employer and the opportunities you have available for young people
- Our Employer Profile holders can share unlimited vacancies with us, speak to your account manager to get yours on our opportunity finder, or speak to our [membership team](#) in regards to creating a profile today.

Additional resources for employers:

- [What Can An Organisation Profile Do For You?](#)
- [Working With Youth Groups And Job Centres As An Employer](#)
- [What Is Open Recruitment? How It Works And How It Can Benefit Your Company](#)
- [Review your recruitment practices with the Benchmark tool](#), complete the **Employment** section on your Members dashboard



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FRIDAY CELEBRATE



Young people add great value to organisations, from the insight and fresh perspectives they bring to the loyalty and dedication they have.

We want to spend Friday celebrating all that is good about youth employment.

We will also be sharing highlights from 5 days of events and activities. It is a **celebration** of young people, employers, and opportunity for all.

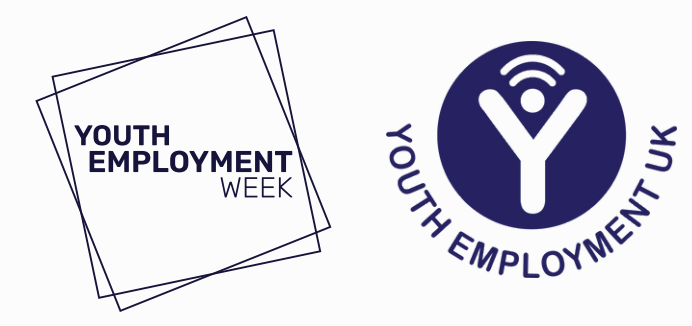
This day is a for you to celebrate and highlight the young people within your organisation, and the youth friendly practice that you implement across your business.

Ways to get involved:

- Celebrate the young people within your organisation by sharing their story and journey. Share internally with your company comms, and externally across your social network.



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+ **SPONSORS** +

Thank you to the sponsors of Youth Employment Week 2024.

Interesting in becoming a sponsor for Youth Employment Week? Contact us at info@youthemployment.org.uk to request our sponsorship brochure.

HEADLINE SPONSOR:



OFFICIAL SPONSOR:



OFFICAL SUPPORTERS:





SOCIAL MEDIA



HOW TO GET INVOLVED

There will be a full week of content going out across all our social channels during Youth Employment Week.

Show your support and download the free social media assets from our website to use on your own social media channels.

OUR SOCIAL HANDLES:



@YEUK2012



Youth Employment UK



/YouthEmploymentUK



@youthemploymentuk

We will be keeping an eye out on our socials for your stories of how you're getting involved across Youth Employment Week and can't wait to see how you'll be engaging with your network during the week. We'll be sharing our favourites, so remember to tag and mention us so we can share and repost.

Use these official hashtags:

#youthemploymentweek
#YEW24

Share this link with young people in your network:
www.youthemployment.org.uk/youth-employment-week





Our Employer Profile holders can post unlimited vacancies all year round on our interactive Opportunity Finder, which are amplified to our audience of young people through our newsletters and social channels.

Phone
01536 513388

WWW.YOUTHEMPLOYMENT.ORG.UK