

Employer standards for careers education

Inspire young people for their best next step



Prepare young people to be career ready



Collaborate for success





1 Provide meaningful opportunities

- **Give young people a taste of the working world:** Provide as many meaningful careers education activities and experiences of the workplace as you can, ideally starting in primary
- **Be clear and transparent:** Establish clear aims and learning outcomes for all activities and transparent processes for for young people, schools, special schools and colleges to access or apply for experiences of the workplace
- **Make experiences of work meaningful:** During experiences of the workplace offer young people the opportunity to meet a range of people, have extensive two-way interaction and receive feedback on a piece of work
- **Prepare in advance:** Find out who you'll be engaging with ahead of delivering an activity, to better tailor it to their needs
- **Involve a breadth of young people:** If you have them, involve graduates, apprentices, trainees, school leavers, or T-Level students in your careers activities



2 Be inclusive

- **Identify areas of need:** Deliver careers education activities in schools, special schools or colleges where most need has been identified
- **Break down barriers:** Specifically seek to engage under-represented groups and those facing barriers to accessing the pathways into your industry or workforce
- **Be relatable to build trust:** Consider the relatability of the messenger (person delivering a careers education activity). Can young people relate to this messenger and do they believe in/trust the message being delivered?
- **Actively challenge stereotypes and preconceptions:** Strive to eliminate unconscious or other biases (e.g., towards certain occupations, genders or groups of people) in how you communicate with young people
- **Be adaptive and accommodating:** Make adjustments or adapt your approach for those with Special Educational Needs or Disabilities and ensure that any resources you produce are inclusive for all young people you work with



3 Evaluate and improve

- **Establish impact and adapt:** evaluate your careers education activities to understand if they are having the intended impact and adapt your approach according to identified gaps or need
- **Ensure person-centred evaluation:** work with the school, special school or college to ensure that perspectives from young people and teachers/tutors form part of the evaluation of your careers education activities
- **Listen to additional perspectives:** welcome and action feedback from your employee volunteers who are taking part in/delivering the activity into account



4 Build essential skills and explain their relevance

- **Upskill young people:** Support young people to develop essential skills
- **Embed essential skills within your careers education offer:** Deliver activities and offer opportunities to practice and reflect on the importance of essential skills
- **Explain the relevance and importance of essential skills:** Support young people, teachers and Careers Leaders in understanding why essential skills are invaluable in the workplace



5 Prepare young people for application processes

- **Improve understanding & provide practice opportunities:** Support young people to understand and practice a range of application and selection processes (e.g., assessment centres, psychometric testing, online interviews, in person interviews, including task and competency-based)
- **Support with written communications:** Support young people to describe their skills and experience in written form (e.g., a CV, application form, LinkedIn or cover letter) and consider how social media presence could impact their applications



6 Raise awareness of pathways into work

- **Showcase existing opportunities:** Provide information about opportunities in your organisation and/or industry and link to the local labour market
- **Share knowledge of pathways:** Communicate what you know about the pathways and any subject requirements to enter your organisation and/or industry and link to the local labour market
- **Highlight key transition opportunities:** Share what you know about the pathways into your industry at key transition points for young people (e.g., starting secondary, choosing options, GCSE years, and Post-16 study)



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Engage over the long-term

- **Extend your engagement:** Work with the same school, special school or college for more than one year to strengthen partnerships and promote continuous learning
- **Repeat exposure:** Strive for more than one encounter with the same young person or cohort of young people over the duration of their time in education
- **Provide volunteering opportunities for employees:** Provide your employees with opportunities to volunteer with the same school, special school or college over the long-term



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Partner with others

- **Identify priority needs:** Seek to understand what a school, special school or college, most need in terms of careers education support
- **Share your knowledge:** Communicate what you know (i.e., about job opportunities, local labour market, pathways and the future of work) with teachers, careers leaders, parents, Careers Hubs or activity providers
- **Relate classroom learning to the world of work:** Support teachers/tutors to link careers education to the curriculum. This could involve professional development for teachers, specialist input for classes, co-designing or feeding back on curriculum content and setting/supporting student projects
- **Collaborate and share best practice:** Connect and cooperate with other employers to deliver activities and experiences for young people and share successes



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Value the engagement

- **Embed careers education within business plans:** Make providing careers education opportunities for young people integral to your business plans
- **Recognise the impact:** You understand what engagement with careers education does for young people, communicate this with your employees and enable them to engage in outreach
- **Review careers education offer against business objectives:** Track the impact of your careers education support for young people against your objectives