

Employers' Guide to

MARKETPLACE

WHAT IS MARKETPLACE?

Marketplace is the one stop digital tool for employers and partners to post Developing the Young Workforce (DYW) activities and online resources for schools, colleges, young people, employability organisations and parents/carers to connect with. Offers can be posted directly to the Marketplace platform, where all stakeholders can view opportunities and contact employers and partners directly to find out more.

Presented in simple and easy to access noticeboard format, Marketplace continues to be free to use and reduces the administration required by all parties to reach and access DYW activities. More information can be found on the [Marketplace Homepage](#).

BENEFITS TO BUSINESS

Marketplace supports employers and partners to:

- Engage in a potential future workforce
- Reach talented and work ready young people
- Raise awareness and the profile of their industry
- Meet their Young Person Guarantee Commitments
- Be responsible in the community
- Raise their brand profile
- Satisfy corporate social responsibility asks

TYPES OF OPPORTUNITY YOU CAN OFFER

Three types of offer are suitable for Marketplace. These are:

Work Inspiration/ Preparation:

Help young people be inspired and prepare for work. Offer activities or resources like a class talk, work place visit, career/job event, apprenticeship event, enterprise activities, skills sessions, mock interviews, sector awareness, challenges and competitions.

Work Placements:

Work experience placement that are available to young people not in education, or during school holidays can be advertised through Marketplace. Work experience and placements for school pupils that take place during term time will be referred to the relevant support provider in the local authority.

Influence the influencer:

Reach educators, career advisors and other practitioners along with parents and carers. Offer activities or resources about your sector, company or role to help raise awareness for those who can support and influence young people's career decisions. Examples include work place visits, insight sessions and sector awareness sessions

Please note that offers of employment and apprenticeships can be posted on the [Young Person's Guarantee Opportunity Finder](#) and on [apprenticeships.scot](#).

Read this guide before adding your first opportunity, as it will:

- Take you through each step of uploading an opportunity
- Provide helpful guidance and tips
- Provide details of who you can contact for help and support

UPLOADING AN OPPORTUNITY

To access Marketplace, please go to:

<https://marketplace.skillsdevelopmentscotland.co.uk>

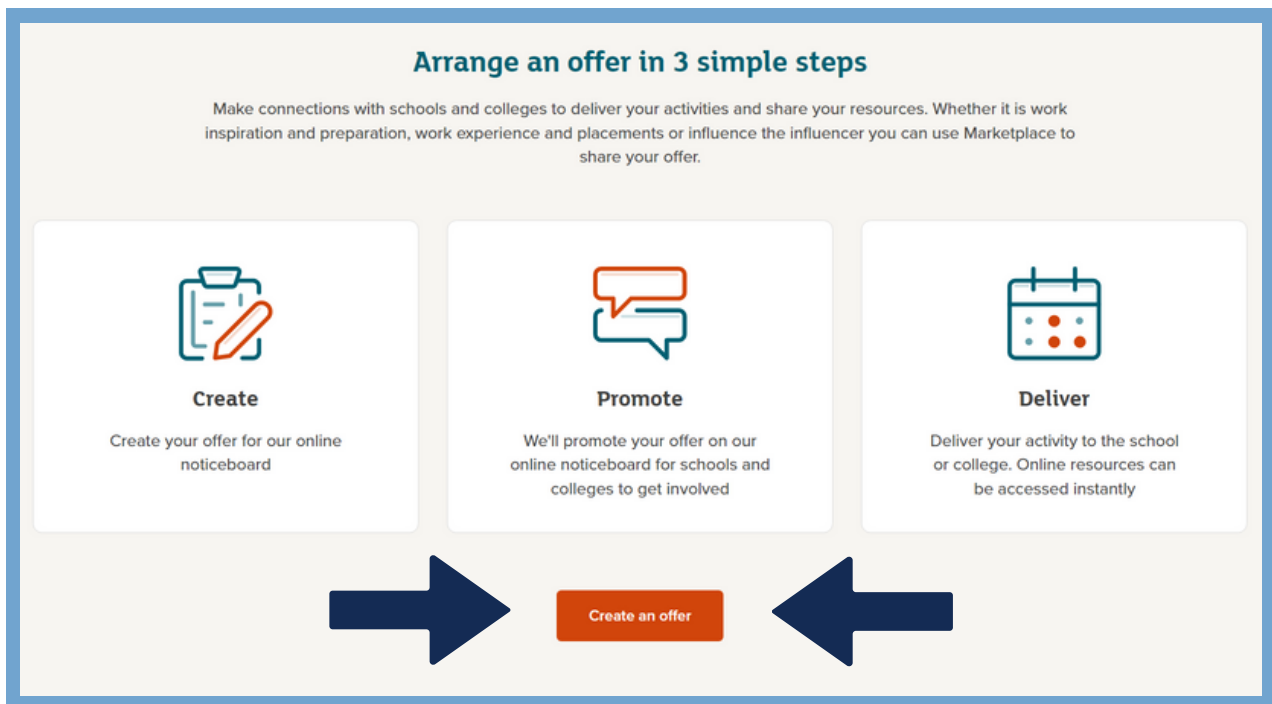
This will take you to the Marketplace landing page below where you will be able to upload your opportunity. Please note, there is now no need to register for an account.

STEPS

See following pages for step by step instructions on how to add an opportunity.

STEP 1

To create an offer, click on the orange box that says 'Create an offer'. This will automatically take you to the next page.



STEP 2

Enter details in steps 2, 3 & 4 to help those interested know who is posting the offer and who to contact.


Firstly, let's get introduced

What's your name?

Enter below

First name*

Last name*



STEP 3

Type in your company name. If it does not autofill, click 'Add manually' and fill out your company's details. Once you have done this, click continue.

The screenshot shows a form titled "Your Company" with the heading "What company do you represent?". It includes a "Back a step" button on the left and an "Exit" button on the right. Below the heading is the instruction "Search using the field below" and a search input field with a magnifying glass icon. Below the search field is the text "Can't find your company? Add manually" and a "Continue" button. Two large blue arrows point towards the search field and the "Add manually" text.

STEP 4

Enter your email address so that those interested in your offer can find out more.

The screenshot shows a form titled "Contact Email" with the heading "What contact email address should we use?". It includes a "Back a step" button on the left and an "Exit" button on the right. Below the heading is the instruction "Enter the contact email that will be shared on the post (not shown if online resource)". Below this is a label "Email address*" and an empty input field. At the bottom is a "Continue" button.

STEP 5

Select the offer type from the following options: Work Inspiration & Preparation, Work Experience & Placements or Influence the Influencer. You can select only one.

← Back a step

offer type

× Exit

What type of offer would you like to make?

Select one answer below

- Work Inspiration and Preparation**
Help young people be inspired and prepare for work. Offer activities or resources like a class talk, work place visit, career/job event, apprenticeship event, enterprise activities, skills session, mock interviews, sector awareness, challenges and competitions.
- Work Experience and Placements**
Work experience and placements for school pupils will be referred to the relevant support provider in the local authority. Work experience/placements that are available for young people not in education or during school holidays will be advertised through Marketplace.
- Influence the Influencer**
Reach educators, career advisors and other practitioners along with parents and carers. Offer activities or resources about your sector, company or role to help raise awareness for those who support and influence young people's career decisions.

Continue

STEP 6

Select whom the offer is for. You may select multiple options e.g. for an 'Influence the Influencer' opportunity, select educators and parents, carers and guardians.

offer audience

Who is this offer suitable for?

Select from the list below

- Educators
- Parents, carers and guardians
- Primary school pupil
- Secondary S1 to S3 (11-14 year old)
- Secondary S4 to S6 (14-18 year old)
- College
- Not in education (16-24 year old)

Continue

STEP 7

Select which industries your offer aligns with. You can select more than one from the list. To see the full list, click 'view more industries' to reveal more options.

← Back a step

Industries

× Exit

What industries does this offer cover?

Select from the list below

- Agriculture and land
- Chemical sciences
- Construction and built environment
- Creative
- Digital technologies
- Energy
- Engineering and manufacturing
- Financial services
- Food and drink
- Healthcare

View more industries ▾

Continue

STEP 8

Tell us what and how the participants will learn e.g. a class talk would be 'Awareness', but a work placement would be 'Experience'. You can only select one option.

If your offer does not strictly fall into one category, please select the one that it most closely aligns to.

← Back a step

Learning

× Exit

What learning will participants be exposed to?

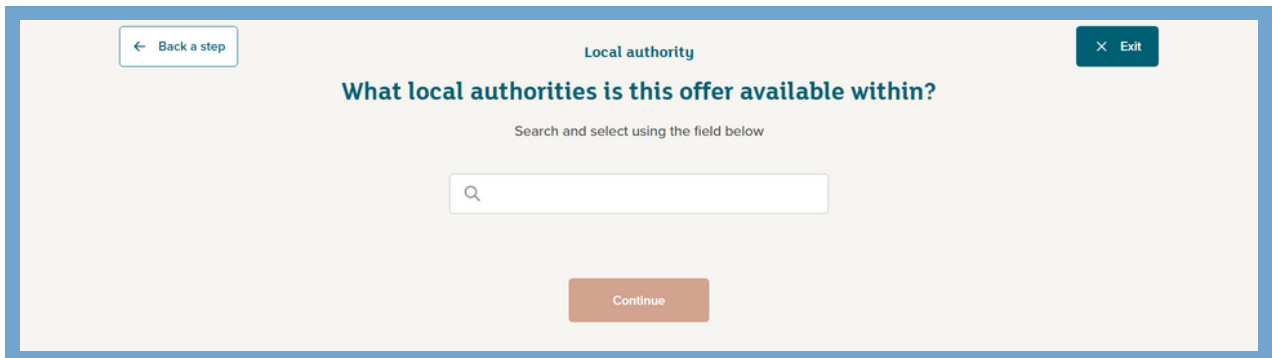
Select one answer below

- Awareness**
These activities/resources aim to build knowledge and understanding, improving awareness for those involved
- Experience**
These activities deliver a hands on experience
- Action**
These activities/resources provide the opportunity for applying or demonstrating learning in a real or simulated environment or task

Continue

STEP 9

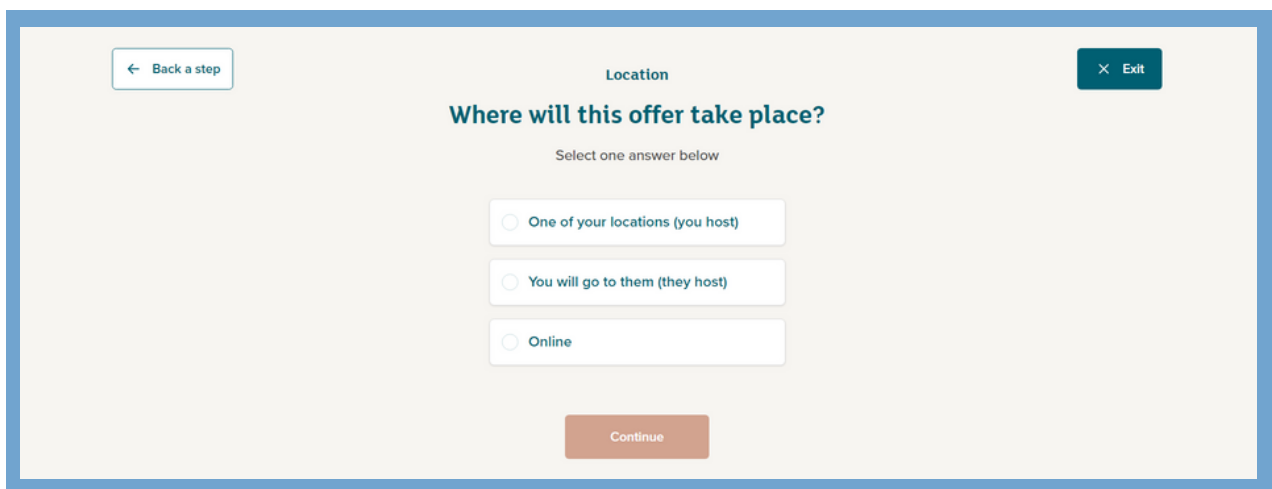
Tell us where the opportunity is available by selecting the geographical areas you cover. If the opportunity is available to all local authorities in Scotland, you can select 'all'.



The screenshot shows a form titled "Local authority" with a "Back a step" button on the left and an "Exit" button on the right. The main heading is "What local authorities is this offer available within?". Below this is the instruction "Search and select using the field below" and a search input field with a magnifying glass icon. At the bottom is a "Continue" button.

STEP 10

Tell us where the offer will take place. If the offer allows participants to visit your location, you can add in the address after selecting this option.



The screenshot shows a form titled "Location" with a "Back a step" button on the left and an "Exit" button on the right. The main heading is "Where will this offer take place?". Below this is the instruction "Select one answer below" and three radio button options: "One of your locations (you host)", "You will go to them (they host)", and "Online". At the bottom is a "Continue" button.

STEP 11

Tell us when the offer takes place. If the offer is for one day only, please leave the end date field blank. If the offer is over a period of time, put in the start and end dates.

The screenshot shows a form titled "Date range" with the question "When does this offer take place?". Below the question is the instruction "Select date range below". There are two input fields: "Start date" and "End date (leave blank if only a day)". Both fields have a calendar icon and the placeholder text "dd-mm-yyyy". At the bottom of the form is a "Continue" button. Navigation buttons "Back a step" and "Exit" are also visible.

STEP 12

Tell the audience the timings of the event. If the offer is for a specific time of day, select the first option. If the offer can be delivered at an agreed time, select flexible.

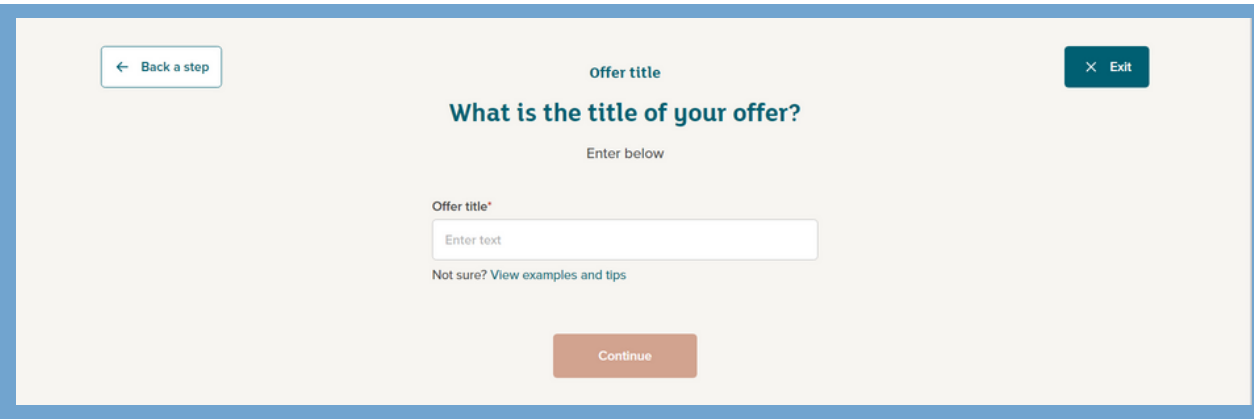
To help those looking at the offer, please indicate the approximate time commitment for the offer.

The screenshot shows a form titled "Offer time" with the question "What time does this offer take place?". Below the question is the instruction "Select one answer below". There are two radio button options: "Specific time of day" and "Flexible (Specify length)". At the bottom of the form is a "Continue" button. Navigation buttons "Back a step" and "Exit" are also visible.

STEPS 13-15

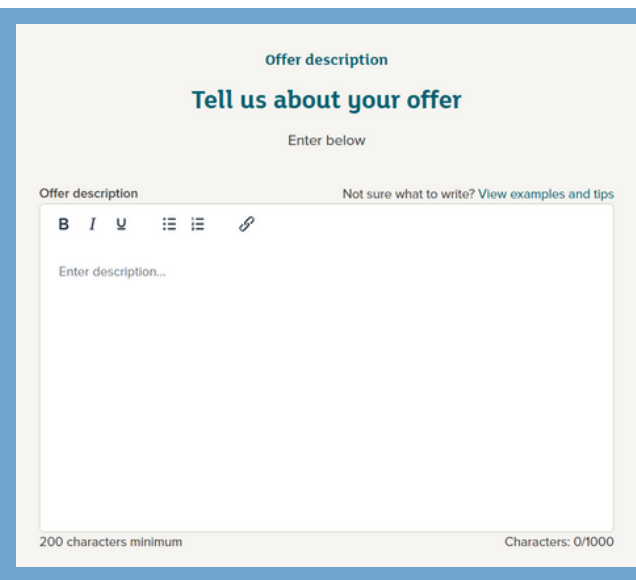
Steps 13, 14 & 15 ask you to tell us about your offer, add a website link (optional) and upload an information leaflet, poster or flier (optional).

13.



The screenshot shows a form titled "Offer title" with the question "What is the title of your offer?". It includes a "Back a step" button on the left and an "Exit" button on the right. Below the question is a text input field with the placeholder "Enter text" and a "Continue" button at the bottom. A link "Not sure? View examples and tips" is located below the input field.

14.

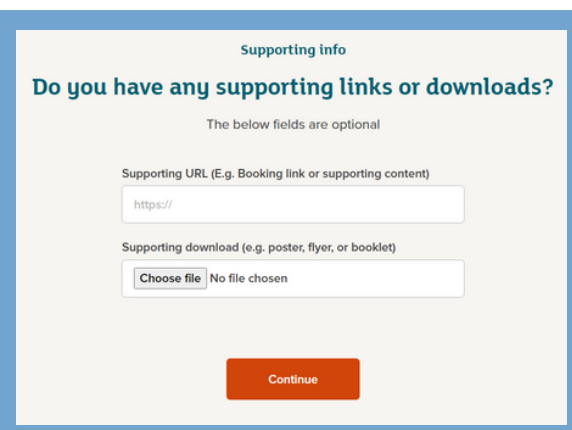


The screenshot shows a form titled "Offer description" with the question "Tell us about your offer". It includes a "Back a step" button on the left and an "Exit" button on the right. Below the question is a rich text editor with a toolbar containing bold, italic, underline, list, and link icons. The text area contains the placeholder "Enter description...". At the bottom, it shows "200 characters minimum" and "Characters: 0/1000". A link "Not sure what to write? View examples and tips" is located above the text area.

Top tip:

Step 14 has a 1000 character limit, so you may find it helpful to type this in a word document first, then copy and paste across. If this is not enough space, consider giving a fuller description in a downloadable attachment and uploading in Step 15.

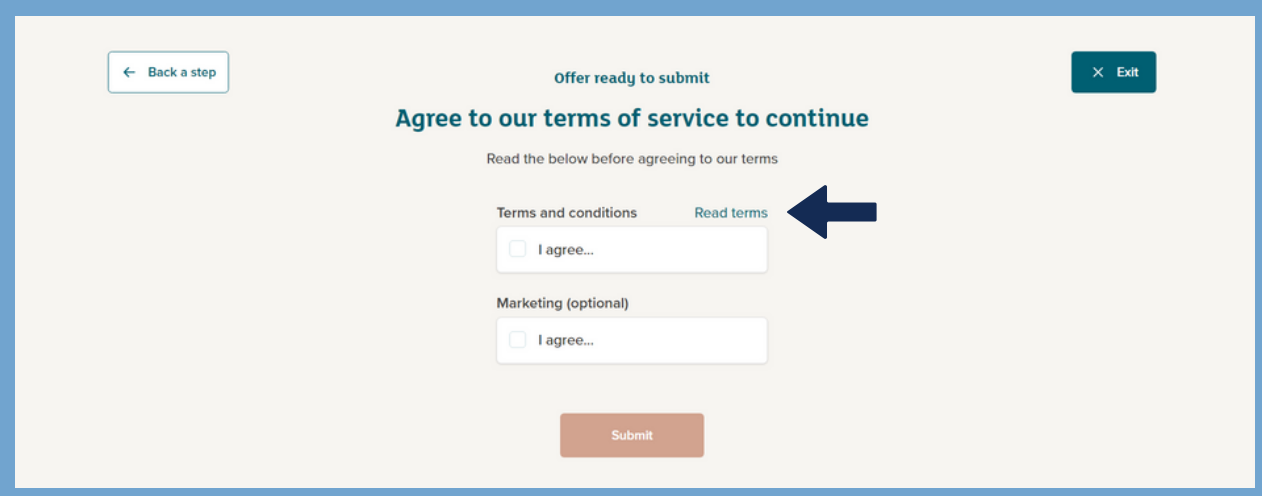
15.



The screenshot shows a form titled "Supporting info" with the question "Do you have any supporting links or downloads?". It includes a "Back a step" button on the left and an "Exit" button on the right. Below the question is the text "The below fields are optional". There are two input fields: "Supporting URL (E.g. Booking link or supporting content)" with a placeholder "https://" and "Supporting download (e.g. poster, flyer, or booklet)" with a "Choose file" button and "No file chosen" text. A "Continue" button is at the bottom.

STEP 16

This step asks you to agree to our terms of service and marketing preferences. Terms can be found by clicking on the blue writing which says 'Read Terms.'

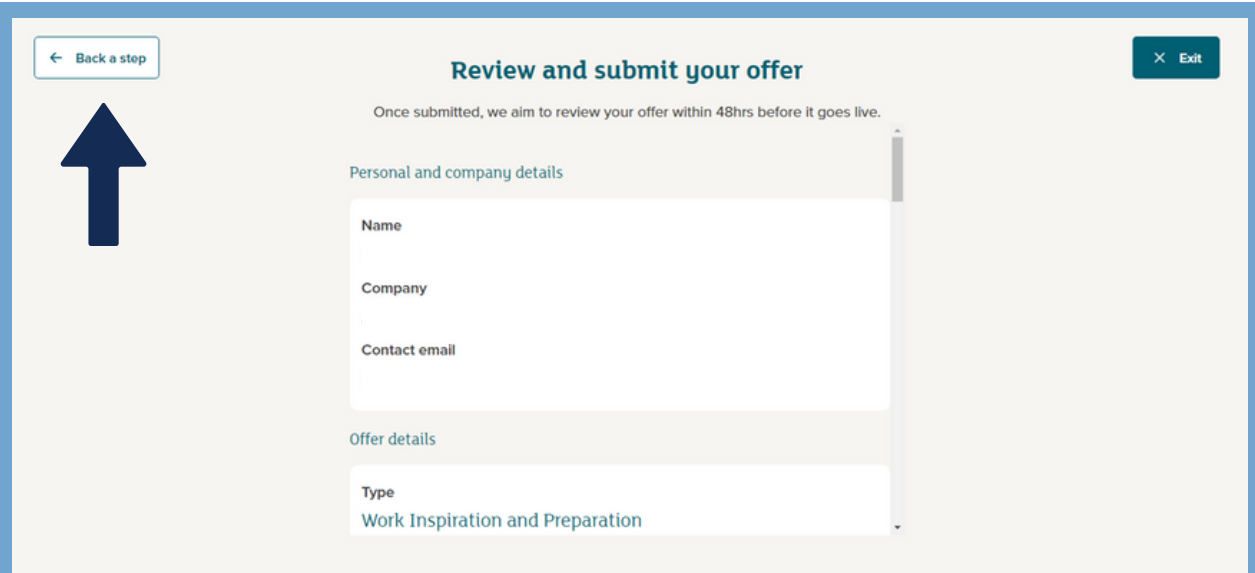


The screenshot shows a web form titled "Offer ready to submit" with a subtitle "Agree to our terms of service to continue". At the top left is a "Back a step" button and at the top right is an "Exit" button. Below the title, it says "Read the below before agreeing to our terms". There are two sections: "Terms and conditions" with a "Read terms" link (indicated by a blue arrow) and an "I agree..." checkbox; and "Marketing (optional)" with an "I agree..." checkbox. At the bottom is a "Submit" button.

STEP 17

Once you have agreed to the terms of service, review your offer before submitting it for approval. When amending details, use the 'back a step' button as using the button in your browser may cause you to lose your work.

Please note too that the formatting of the offer description will appear as you have entered it in Step 14, not as it appears in the review box.



The screenshot shows a web form titled "Review and submit your offer". At the top left is a "Back a step" button (indicated by a blue arrow) and at the top right is an "Exit" button. Below the title, it says "Once submitted, we aim to review your offer within 48hrs before it goes live." There are two main sections: "Personal and company details" with fields for "Name", "Company", and "Contact email"; and "Offer details" with a "Type" field containing "Work Inspiration and Preparation".

STEP 18

Once you are happy with your offer and have pressed submit, this page will appear telling you about the next steps. You can create another post or view current Marketplace offers through the link.

Offer submitted for review!

Thank you for taking the time to create and submit your offer.

Your offer will greatly benefit young people through building their job readiness, increase their career options and grow their knowledge of the world of work with Marketplace.


At the same time you'll be raising awareness of who you are and what you do. It's also great for staff development; your employees will gain a sense of achievement in helping young people.


[Create another offer for your company](#)


[Create another offer for a different company >](#)

What's next?

We'll email you shortly to provide more information and a clear timeline of approval to publish of your offer.

- **Notification of submission**

SDS and DYW will review your offer and then approve/deny it for live publish within 48hrs.
- **Approval process**

SDS and DYW will review your offer and then approve/deny it for live publish within 48hrs.
- **Live publish**

Once SDS and DYW have approved your offer, it will then be published live to our offer index.

[View live posts](#)

HELP AND FURTHER SUPPORT

For assistance using Marketplace, please contact:

- your local DYW Regional Group - details can be found at DYW.scot
- SDS via phone: 0800 783 6000
- SDS via email: marketplace@sds.co.uk