



# DISCOVER!

#DiscoverCreativeCareers

COMMUNICATIONS PACK



creative  
& cultural  
skills



## DISCOVER! CREATIVE CAREERS (SCOTLAND)

Launching on November 29th 2021, in partnership with Creative & Cultural Skills (CCSkills), Developing the Young Workforce (DYW) and Historic Environment Scotland (HES), Discover! Creative Careers (Scotland) will shine a spotlight on the cultural heritage sector as well as other sub-sectors of the creative and cultural industries.

### The programme will:

- **Raise awareness of the breadth of roles and careers in the cultural heritage sector and other sub-sectors of the creative and cultural industries to young people**
- **Enable young people to think about their subject choices and post-school pathways, and make informed decisions**
- **Showcase skills desirable to the sector**
- **Support educators, parents/carers to understand how to encourage their young people on their journeys**

## ABOUT DISCOVER! CREATIVE CAREERS

Discover! Creative Careers inspires, informs and supports students and young people interested in gaining an insight into the roles that exist across the various sub-sectors of the UK's creative and cultural industries. It helps young people and their teachers, parents/carers discover the range of jobs and routes in.

Our programmes provide meaningful online and in-person encounters with industry professionals and workplaces. They feature virtual and in-person tours of leading UK creative businesses, interviews with employees, experiential lesson resources and tools to navigate and raise awareness of the breadth and wealth of careers available.

**This pack contains all the information and resources you will need to get involved with social media on the run-up to, and during 'Discover! Creative Careers'.**

**A link to the toolkit will be circulated to School Coordinators by DYW Regional Groups prior to the launch week, thereafter all resources will be live on the DYW Scot website via this link:**

**[www.dyw.scot/DiscoverCreativeCareers](http://www.dyw.scot/DiscoverCreativeCareers)**

# PROGRAMME OVERVIEW

Discover Creative Careers (Scotland) resources will be available to access on line w/c November 29th 2021 at [www.dyw.scot/DiscoverCreativeCareers](http://www.dyw.scot/DiscoverCreativeCareers)

A range of resources will be available including:

- **SECTOR OVERVIEWS** celebrating the creative and cultural industries and introducing a selection of the roles available; signposting to other sector overviews
- **THEMED PANEL DISCUSSIONS** Pre-recorded discussions featuring professionals from across the creative and cultural industries around 3 themes - Myth-busting; Apprenticeships; Climate Careers
- **WHERE I WORK JOB PROFILES** featuring individuals talking and writing about their specialist role and their journey to get where they are today, providing a demonstration of the breadth of roles available across the creative and cultural industries
- **LESSON PLANS** including experiential lesson resources and tasks
- **ADDITIONAL RESOURCES** 'Signposting to other useful resources to learn more about jobs, opportunities and career pathways in the creative and cultural industries

# GET INVOLVED

We want to reach as many young people as possible and there are a number of ways you can support the campaign and ensure Discover! Creative Careers (Scotland) goes far and wide:

**DYW Regional Groups** are encouraged to spread the word about Discover! Creative Careers and the resources available to their School Coordinators/educators and relevant partners through direct lines of communication and on relevant social media platforms, using the content of this communication pack.

**Schools & SDS Career Advisers** are encouraged to use the resources to insert within relevant lessons, and specifically in relation to career education, share the resources with parents/carers via e.g. SchoolApp and GroupCall, and/or other services used to raise awareness of the programme and resources with parents who are supporting young people with options and choices or pathway decisions. They are invited to post content of classes engaging with the resources on social media using the hashtags #DiscoverCreativeCareers #NoWrongPath #DYWVirtual and tagging **@DYWScot @CCSkills @CreativeCareer5 @HistEnvScot** and their DYW regional group where possible.

**Parents/carers** can use the resources to support their young people to make informed decisions about their options, choices and next steps.

**Industry Partners** can support Discover! Creative Careers throughout the week by signposting to the resources and enhancing the messaging by sharing career insights of their businesses, employees, apprentices and the opportunities that exist for young people while using the hashtags below.

**Don't forget to use the campaign hashtags:** #DiscoverCreativeCareers #NoWrongPath #DYWVirtual in your posts

# HOW TO GET INVOLVED ON SOCIAL MEDIA

## INDUSTRY PARTNERS

**Inform us!** Please share career insights from your within your business, from employees and apprentices or those new to the industry

**Inspire us!** With opportunities that exist for young people in your sector, share vacancies and links to training and courses

**Surprise us!** Ask those in unique roles and lesser-known positions within your business to tell us what they do

**Upskill us!** Share career advice and 'top tips' to get in and get on in the creative and cultural industries

## SCHOOLS

**Tell us!** Whether you tune in to an online panel discussion, watch a sector overview or learn about some of the lesser-known jobs within the creative and cultural industries, we want to hear from you!

**Inspire each other!** Please share what you have learned or been inspired/surprised by about career opportunities within the creative and cultural industries

**Share shout outs!** Share photos, short films and shout-outs of your Discover! Creative Career experiences and activity

**Surprise us!** We'd love to hear how students and young people have been inspired to think differently about their future career paths

**Excite us!** We want to know what excites students and young people about a career in the creative and cultural industries

# PRE-EVENT SUGGESTED SOCIAL MEDIA POSTS:

Calling all teachers! Join us 29 Nov - 3 Dec for #DiscoverCreativeCareers Scotland which will give real industry insight into job roles & inspire & inform young people about different careers in the creative & cultural industries  
<https://bit.ly/3pLMgwb> #DYWVirtual #DYWScot

Let's raise awareness of the amazing job roles & pathways in the #CreativeIndustries with #DiscoverCreativeCareers Scotland launching w/c 29th Nov via @DYWScot @CCSkills @HistEnvScot #DYWVirtual <https://bit.ly/3pLMgwb>

Businesses! Get involved in the launch of #DiscoverCreativeCareers Scotland #DYWVirtual by supporting young people to explore a career in the creative & cultural Industries. Share stories & opportunities from within your organisation. #NoWrongPath <https://bit.ly/3pLMgwb>

#DiscoverCreativeCareers Scotland will give young people meaningful online and in-person encounters with industry professionals and workplaces across the creative & cultural industries. Find out how you can get involved: <https://bit.ly/3pLMgwb> #NoWrongPath #DYWVirtual

If you're a parent/carer supporting your young person's journey, check out #DiscoverCreativeCareers Scotland for creative & cultural industry resources & insight into real jobs, launching 29th Nov: <https://bit.ly/3pLMgwb>  
#DYWVirtual #NoWrongPath



# GRAPHICS

Please see 'Zipped Folder Discover Creative' for social media graphics. You can use for the promotion of Discover! Creative Careers (Scotland)

If Regional Groups require any graphics in an alternative format/size, then please contact:  
**[dmcpherson@ayrshire-chamber.org](mailto:dmcpherson@ayrshire-chamber.org)**



# ABOUT DYW AND THE YOUNG PERSON'S GUARANTEE:

Developing the Young Workforce (DYW) is the Scottish Government's Youth Employment strategy to better prepare young people for the world of work.

The employer-led Developing the Young Workforce Regional Groups set up across Scotland are connecting employers with education.

DYW work supports the delivery of the Young Person's Guarantee.

The Young Person's Guarantee is a commitment to connect every 16 to 24 year old in Scotland to an opportunity. As employers, you can build a workforce with the right skills and experience and put young people at the heart of what you do.

You can find more information **[HERE](#)** or to connect with your **[Regional DYW Group](#)** to discuss how you can develop bespoke online or in person activity with education.

## Young Person's Guarantee



# COP 26

**The UK will host the 26th UN Climate Change Conference of the Parties (COP26) in Glasgow on 1 – 12 November 2021.**

The UK is committed to working with all countries and joining forces with civil society, companies and people on the frontline of climate change to inspire climate action ahead of COP26.

**Employers** - Are you working in new ways to help tackle the climate crisis? We want to hear from you! Please get in touch so we can share your experiences with young people and inspire them to consider a role within sustainability in the creative and cultural sectors.

**Educators** - DYW have created a new page on the [website](#) to celebrate what is going on in the DYW Network and to connect Educators to with the wider DYW programmes and initiatives that link to COP26.

# SCOTTISH CAREERS WEEK

Scottish Careers Week will take place on **15 - 19 November** and will help people of all ages manage their career choices, by raising awareness of a wide range of support that's available in Scotland. The campaign has been developed by Skills Development Scotland in partnership with DYW and The Young Person's Guarantee with support from a wide range of additional partners.

Discover! Creative Week will be a great opportunity to amplify any messaging produced during Scottish Careers Week of new resources designed to promote positive career choices around the campaign themes of climate, digital, labour market intelligence, future skills and equality and diversity that tie in with the creative and cultural industries. These will include case studies, promotional videos, infographics, presentations and other tools and resources spread across the themes of the campaign.

**Click here** for more information about Scottish Careers Week.

# ABOUT DISCOVER! CREATIVE CAREERS AND THE CREATIVE CAREERS PROGRAMME



Discover! Creative Careers launched as part of the Creative Careers Programme (CCP) in 2019, an integrated industry-led programme working to ensure there is a larger and more diverse intake of talent via a broader range of routes into the creative industries. Since launching, it has already seen activities across England and Wales reach over 200,000 young people through virtual and in-person programmes.

The Creative Careers Programme and Discover! Creative Careers Week have previously been developed and delivered by Creative & Cultural Skills, ScreenSkills, Creative Industries Federation, Ffilm Cymru, the Arts Council of Wales and Trac Cymru. It was originally funded by the Department for Digital, Culture, Media and Sports with subsequent Discover! events funded by Welsh Government through Creative Wales, and Arts Council England. Discover! Creative Careers (Scotland) 2021 is delivered in partnership with and in-kind contributions from Creative & Cultural Skills, Developing the Young Workforce and Historic Environment Scotland.

Visit [\*\*discovercreative.careers\*\*](https://discovercreativecareers.com) to find out more.