

Teach in Further Education Share Your Skills Campaign - Stakeholder Toolkit



Thank you for your support

The Share Your Skills national marketing campaign aims to inspire industry professionals in high-demand sectors to share their valuable expertise and train the next generation in their field by teaching in further education (FE).

The campaign promotes the high value and transferability of industry expertise and the opportunity to 'change lives without changing careers'.

This campaign toolkit provides you with information about the campaign and downloadable resources - including social media content, imagery and example communications - that you can use on your channels to support the campaign.

Thank you for your support in helping us to make this campaign a success.

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About the campaign and key messages



Teach in Further Education
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About the Share Your Skills campaign

Share Your Skills is a campaign from the Department for Education which calls on skilled professionals to share their valuable expertise and train the next generation of workers in their field by teaching in further education (FE), alongside their career.

The campaign:

- wants to **increase awareness, understanding and consideration of FE teaching** by promoting the unique, compelling but often unrealised benefits of this career choice.
- promotes the **high value and transferability of industry expertise** within FE teaching and inspiring the next generation of workers in your sector
- targets those with substantial industry experience who can share their practical skills and expertise, with a focus on subjects with high vacancy rates: including **construction and trades; engineering and manufacturing; digital and IT; and health and social care**.
- highlights the flexibility of FE teaching and engages industry professionals with the opportunity to '**change lives without changing careers**' by teaching in FE alongside their current job.

About the Share Your Skills campaign

The campaign runs across paid media (such as TV, radio and social media), earned activities like PR, and owned channels.

The campaign directs audiences to the [Teach in Further Education website](#) where they can:

- Find out more about teaching in FE
- Sign up to our newsletter
- Read real-life case study stories
- Visit FE job boards or find their local FE college
- Contact our dedicated teach in FE support service.

Start teaching in Further Education



If you've got real-world experience and a passion for sharing your skills, you could make a great Further Education teacher.

Further Education (FE) is any education for people aged 16 and over who aren't studying for a degree. It offers a huge range of opportunities, from teaching in workshops to classroom based learning.

You could be teaching one of a wide range of subjects, from construction to law, engineering to digital, in a flexible role. Meaning you can find a career that will fit around your experiences and your life.

Want to learn more about what Further Education teaching is?



[Is Further Education teaching right for me?](#)

Learn more about what it's like to be a teacher in FE. Including what subjects you could teach, how much you can earn, and how it can fit into your life.



[How to become a Further Education teacher](#)

Ready to move into a new career but not sure where to start? This page explains the different steps to become an FE teacher

Campaign key messages



Share your skills and change lives without changing your career

- If you have real world industry skills, you already have what it takes to teach in further education (FE).
- Teaching in FE is a unique opportunity for those in the sector to train up the next generation of workers.
- You don't always need a degree or teaching qualification to get started - you can complete teacher training on the job, meaning you can begin earning right away.
- FE teaching can be flexible with opportunities to teach part-time around work or personal commitments, giving you the opportunity to change lives without needing to change your career.
- From construction to healthcare, engineering, digital or construction, there's a wide range of subjects taught in FE. Whatever your skills, there's likely a job in FE to match.

How you can get involved



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How you can get involved

1. Use the **communications resources in this toolkit** to promote the campaign on your channels such as social media, newsletters or your website, and encourage your networks to do the same.
2. Use our **campaign hashtags** #ShareYourSkills #TeachinFE and tag us in your posts!
3. Follow us on LinkedIn ([Department for Education](#) / [Get Into Teaching](#)) and **share campaign content** with your audience to help spread the word about opportunities to teach in FE.
4. **Signpost to the [Teach in FE website](#)** from your channels or website so that your networks and audiences can access the most up-to-date information on FE teaching.
5. Help us **source real FE teacher case studies** so that we can bring their stories to life. If you are currently an FE teacher or know someone that might be suitable, please reach out to TeachInFE.campaign@education.gov.uk

If you would like to discuss other ways in which you could support the campaign, [please get in touch](#).



Benefits of supporting the campaign

- The Share Your Skills campaign promotes the high value and transferability of industry expertise and the opportunity to 'change lives without changing careers'.
- Through teaching in further education, your network could also develop critical transferable skills, such as communication and public speaking, leadership, and mentoring.
- Teaching in FE can be flexible, appealing to those such as those looking for new development opportunities alongside their current career, nearing retirement but wanting to stay connected to their industry, or seeking a less physical role within the sector.
- FE teaching is a unique opportunity for those working in industry to train up the next generation, building the skills pipeline and retaining talent.



Example communications content



Teach in Further Education

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Downloadable assets

The below assets are available for you to download and use. You can also view our campaign brand guidelines here: <https://www.gov.uk/government/publications/share-your-skills-branding-guidelines-and-logos>



[Campaign imagery](#)



[Animated social assets](#)

Teach in Further Education
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[Campaign logos](#)

Usage rights: The rights to use these assets expire on 25 December 2025. Please not use these assets beyond this date.

Example social media copy

Don't forget to tag us in your posts so we can share them!

[LinkedIn](#); [Facebook](#) (@getintoteaching); [Instagram](#) (@get_into_teaching); [Twitter](#) (@getintoteaching);

Want to change lives without changing your career?

If you have real world industry experience, you already have what it takes to teach in further education.

#ShareYourSkills by teaching part-time in FE alongside your current job.

Find out more: www.teachinfurthereducation.education.gov.uk

Your skills are more valuable than you realise.

Share them with the next generation by teaching part-time in further education. You don't always need prior teaching qualifications or a degree to start!

Learn more: www.teachinfurthereducation.education.gov.uk

#ShareYourSkills #TeachinFE

Calling all skilled workers!

Your skills are even more valuable than you realise and could make you a great further education teacher.

Find out how you can #ShareYourSkills with the next generation: www.teachinfurthereducation.education.gov.uk

#TeachinFE #ShareYourSkills

Example social media copy: for employer audiences

Don't forget to tag us in your posts so we can share them!

[LinkedIn](#); [Facebook](#) (@getintoteaching); [Instagram](#) (@get_into_teaching); [Twitter](#) (@getintoteaching);

Want to inspire the next generation of talent?

Encouraging your staff to share their skills by teaching part-time in further education can help train up the skills pipeline.

Find out more about teaching in FE: www.teachinfurthereducation.education.gov.uk

Your employees can change lives without changing their career.

By teaching part-time in further education, your staff can inspire the next generation alongside their current job.

Find out more about how they can #TeachInFE: www.teachinfurthereducation.education.gov.uk

Are your employees looking for new ways to use their skills?

Encouraging them to teach part-time in further education can help build the skills pipeline whilst retaining talent within our sector.

Find out more about teaching in FE: www.teachinfurthereducation.education.gov.uk

Example website and newsletter copy

The 'Share Your Skills' campaign is calling on skilled professionals to share their valuable expertise and train the next generation of workers in their field by teaching in further education (FE) alongside their careers. Part-time FE teaching is a unique opportunity to train up the next generation, build up the skills pipeline and retain talent within our sector.

The campaign promotes the unique and often unknown benefits of teaching in further education, including the opportunity to:

- Change lives without changing your career by teaching in FE part-time alongside your current job.
- Start earning straight away and do funded training on the job.
- Train the next generation of workers in your field.

As professionals, you've already got what it takes to share your skills and become a great further education teacher. And you don't always need a degree or prior teaching qualification to get started. It's your industry experience that's valuable and you can do teacher training on the job – so you can start earning straight away!

So, if you've got industry experience, a passion for your work and the desire to share your skills, visit the [Teach in FE website](#) to find out how.

Example website and newsletter copy: for employer audiences in your sector

The 'Share Your Skills' campaign is calling on skilled workers to share their valuable expertise with the next generation by teaching in further education (FE) part-time.

Given our shared ambition to inspire more talent into our industry, we'd love your support in encouraging more professionals to consider teaching part-time in further education alongside their current job. Further education is any formal learning for those 16+ that's not a degree, spanning a wide range of vocational and academic subject areas.

Why should you support the campaign?

- Only with FE teachers who have up-to-date experience of their industry can we ensure learners are suitably trained to meet your needs as employers.
- By sharing their skills with the next generation, your staff can also develop critical transferable skills that can be brought back into your business, boosting their personal development.
- Supporting your employees to teach part-time in FE is a powerful way of demonstrating your commitment to developing the talent and skills pipeline we need in our sector and your corporate social responsibility.
- FE teaching can be flexible, giving your **[members/employees]** the opportunity to change lives without needing to change their career, with part-time contracts available to fit around work and other existing commitments. This may particularly appeal to those looking for new development opportunities alongside their current career, nearing retirement but wanting to stay connected to their industry, or seeking a less physical role within the sector.

Industry skills are invaluable within FE and many of your employees may not realise they already have what it takes to be a great FE teacher – and you don't always need a prior teaching qualification to get started as you can train whilst on the job.

So, if you're interested in supporting your employees to share their skills, encourage them to visit the [Teach in FE website](#) to find out how.

Thank you!

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