

# Share Your Skills- Teach in Further Education campaign toolkit



Department  
for Education

Teach in Further Education  
**SHARE > YOUR > SKILLS**



## Thank you for your support

This national marketing campaign aims to inspire industry professionals to teach in Further Education part-time alongside their careers.

The contents of this toolkit have been prepared to provide information on the campaign and the website, and provide resources to help you amplify the campaign via your own networks.

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

From the FE Teacher Recruitment campaign team:

[Susie.SELDON@education.gov.uk](mailto:Susie.SELDON@education.gov.uk)

*Susie Seldon*

Department for Education

FE Teacher Recruitment Campaign Lead – Department for Education

### Contents

1. How you can get involved
2. About the campaign and key messages
3. Example communications messaging
4. Assets

# How you can get involved



Teach in Further Education  
**SHARE > YOUR > SKILLS**



## How you can get involved – Part 1 of 2

For all social media activity, please use **#ShareYourSkills** **#TeachinFE** and tag our **Teaching accounts** so we can share your posts - follow them and find the tags here:

[Facebook](#); [Instagram](#); [Twitter](#); [LinkedIn](#)

- **Post new content about the campaign on social, and encourage your networks to do the same, using:**
  - a. The suggested posts in this toolkit
  - b. The editable templates provided
- **Share and like our social media content about the campaign from the @Teaching and @DfE channels.**
- **Source 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 [Max.DAVEY@education.gov.uk](mailto:Max.DAVEY@education.gov.uk).






## How you can get involved – Part 2 of 2

- Help us promote positive stories – share why you think it's important to #ShareYourSkills by teaching in FE or what you love about FE teaching. Some ideas of how you could do this:
  - a. Create a video telling us what you love
  - b. Promote FE teacher case studies using the template provided
  - c. Write a blog/article for your channels
  
- Signpost to the [Teach in FE website](#) from your website and marketing collateral so that your networks and audiences can access the most up-to-date information on FE teaching.

SHARE > YOUR > SKILLS Teaching   
 Further Education

> What is FE teaching? > What's it like to teach in FE? > How do I find a job in FE?



Skills  Experience  Knowledge

**You've got them. Share them.**



### Teaching in further education alongside his job gave an IT expert the variety he craved

Keen for a new challenge, IT professional Christian Nunez Fuentes took a course at Bedford college ... and soon ended up teaching there himself.

[Read article](#) ⌚ 3-4 minute read



### 'I'd never even thought about teaching': how a master carpenter carved out a career in further education

When work dried up in construction, Matthew Cappell fell into the world of further education teaching – and soon discovered a passion for sharing his skills with the next generation of learners.

[Read article](#) ⌚ 3-4 minute read



# About the campaign and key messages



Teach in Further Education  
**SHARE > YOUR > SKILLS**



## 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** and the opportunity to ‘change lives without changing careers’ by **teaching in FE part-time alongside their current job.**
- targets those with substantial industry experience who can **share their practical skills and expertise**, with a focus on subjects with high vacancy rates: **construction and trades; engineering and manufacturing; finance, legal, business and accounting; digital and IT; and health and social care.**
- The campaign will run across paid media (video-on-demand, audio, social media, podcasts, search and partnerships), earned (PR and stakeholder) and owned (organic social media and newsletter) channels.

## Key messages

**If you have real world industry experience, you already have what it takes to teach in Further Education.**

1. Teach part-time in further education alongside your current job and change lives without changing your career.
2. You don't always need prior teaching qualifications or an academic degree to start teaching in Further Education. Plus you can complete teacher training on the job, meaning you can begin earning straight away.
3. Teach from a huge range of courses in Further Education. From construction to law, engineering to digital.
4. Share your skills and train up the next generation of workers in your field.





# Example communications copy



Teach in Further Education

**SHARE > YOUR > SKILLS**



## Example social media posts

Don't forget to TAG us in your posts so we share them! [Facebook](#); [Instagram](#); [Twitter](#); [LinkedIn](#) and link to the [Teach in Further Education website](#).

### Example posts throughout the campaign:

- Change lives without changing your career. **#ShareYourSkills** is a **@Teaching [ADD TAG]** campaign calling on skilled workers to share their valuable industry skills with the next generation by teaching in Further Education. **#TeachinFE**
- Your skills are more valuable than you realise. Find out how to **#ShareYourSkills** and start **@Teaching [ADD TAG]** in Further Education alongside your current job **#TeachinFE**
- **#ShareYourSkills** by **@Teaching [ADD TAG]** subjects like engineering, law or construction in Further Education alongside your current job **#TeachinFE**
- **@Teaching [ADD TAG]** is calling on skilled workers [OR INSERT PROFESSION] to teach in Further Education and share their valuable industry skills with the next generation **#TeachinFE #ShareYourSkills**



## Example website and e-newsletter copy

### Website

If you're interested in finding out more about how to apply your valuable industry skills and teach in Further Education part-time then visit the [Teach in Further Education website](#) for information on entry requirements, training options, where to find jobs and to access a dedicated support service.

### E-Newsletter

The 'Share Your Skills' campaign is calling on skilled workers, such as [INSERT PROFESSION, IF RELEVANT TO YOUR MEMBERS] to share their valuable expertise and train the next generation of workers in their field by teaching in further education (FE) alongside their careers.

The campaign promotes the unique and often unknown benefits of this career choice, 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.
- You don't always need a degree to become an FE teacher.

So if you've got a few years experience behind your belt and want to get paid to Share Your Skills, visit the [Teach in FE website](#) to find out how.



# Assets



Teach in Further Education  
**SHARE > YOUR > SKILLS**



## Campaign assets

You can download the following from the gov.uk toolkit [page](#) (Scroll down to the bottom for the 'share your skills' section):

- Brand guidelines, with advice on using our brand
- Variety of static adverts carrying campaign messaging and branding
- Clean campaign images

You can also watch the campaign videos on [YouTube](#). If you would like a copy of the videos, please contact [Max.DAVEY@education.gov.uk](mailto:Max.DAVEY@education.gov.uk).

**Do not use these, or any related assets with the people shown, from 19.01.2024.**





## Static assets provided – Part 1 of 2

You can download assets with campaign messages and logos from gov.uk:

1. Horizontal (as below)
2. Vertical
3. Square

**Do not use these, or any related assets with the people shown, from 19.01.2024.**





## Static assets provided - Part 2 of 2

**You can download assets without campaign text or logos from gov.uk:**

1. Horizontal (as below)
2. Vertical
3. Square

**Do not use these, or any related assets with the people shown, from 19.01.2024.**





**Thank you!**

