

Share Your Skills - Teach in Further Education Campaign Toolkit



Department
for Education

Teach in Further Education

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Thank you for your support

The Share Your Skills 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. It includes: details on how you can get involved; information about the campaign and key messages; and example communications messaging.

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

From the FE Teacher Recruitment campaign team:
teachinfe.campaign@education.gov.uk

To discuss how you can support the campaign and for more images, contact:
teachinfe.campaign@education.gov.uk

About the campaign and key messages



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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 **law; construction and trades; engineering and manufacturing; finance, business and accounting; 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 part-time alongside their current job, appealing to staff such as those looking for new opportunities alongside their current career, nearing retirement but wanting to stay connected to their industry, or staff seeking a less physical role within the sector.


About the Share Your Skills campaign


The campaign runs across paid media (TV, video-on-demand, audio, social media, podcasts, search and partnerships), earned (PR and stakeholder activity) and owned (organic social media and newsletter) channels.




The campaign directs audiences to the [Teach in Further Education campaign site](#) where they can find out more about teaching in FE alongside real-life case study stories, links to FE job boards and details of the dedicated teach in FE support service.

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[> What is FE Teaching?](#) [> What's it like to teach in FE?](#) [> How do I find a job in FE?](#)

Teaching 
Further Education



Skills  **Passion**  **Drive** 

What are the next steps?

Realising that you have the skills and expertise to become a further education teacher is the first step to getting yourself in front of your soon-to-be learners. There are just a few more simple steps to take before you start planning your lessons.

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 part-time 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 law, 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.
- Part-time 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



Downloadable social assets

The below assets are available for you to download and use on your organic channels. 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](#)

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[Campaign logos](#)

Usage rights: The rights to use these assets expire on 25 December 2024. Please not use these assets beyond this date.

Example social media copy: employer audience

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

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

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: gov.uk/teach-in-further-education

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: gov.uk/teach-in-further-education

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: gov.uk/teach-in-further-education

Example social media copy: employee audience

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

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

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: gov.uk/teach-in-further-education

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: gov.uk/teach-in-further-education

#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: gov.uk/teach-in-further-education

#TeachinFE #ShareYourSkills

Example website and newsletter copy: employers

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.

Example website and newsletter copy: employees

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 most 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.

Thank you!

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