Employer's Toolkit

WHY ARE YOU ATTENDING?

What employers want to achieve:

- Showcase the range of opportunities on offer at your business. You can also advertise any current vacancies.
- Attract potential employees and tell them what you do.
- Explain how to apply for a job and the training opportunities that exist.
- Describe the qualities, skills and qualifications required to undertake the different roles in your business.
- Show how school subjects link to the work you undertake.

What young people want to know about:

- Potential opportunities in work or training.
- What a job really entails, e.g. hours, salary and benefits.
- Different routes into employment, these include academic and vocational pathways.
- The range of jobs available at local companies.
- What the work environment is like.
- Qualifications and training requirements.
- Are work experience or volunteering opportunities available?

BEFORE THE EVENT

What should you bring with you to the event?

- Pop-up banners and display boards to make eye-catching displays.
- Interactive activities which illustrate the skills needed to work in your sector.
- Promotional material - everyone loves a freebie! If you don't have any freebies, a simple bowl of healthy snacks or sweets can attract a crowd.
- A brief handout with company roles and recruitment information.
- If you have any specific vacancies, bring job descriptions and application forms.
- If you employ any current or former apprentices, bring them along to speak about their experience.

AT THE EVENT

Who is your audience?

The Orkney Careers Fair is open to pupils in S4-S6, students at UHI Orkney and the general public. A small number of S3 pupils from Junior High Schools will also be attending.

School pupils in S3 will be starting to think about what subjects to study in S4. They will be looking for information to help consider what they may like to do after school. Pupils in S4-S6 are potential school leavers and, along with students, are potential future employees considering their next steps, finding out what jobs they may be eligible for as well as alternative training and studying options. They may also be looking for work placements to help them develop employability skills.

Who is your audience?

Parents and carers may attend to find out additional information to support discussions and decision-making back home with their children. They will be looking for practical information to support these discussions.

Other attendees may include individuals looking to return to work after a career break or those looking to make a career change. They will be interested in the opportunities available with your organisation – including those that offer flexibility to fit in with other responsibilities - the skills and experience you look for and details of any development opportunities that may exist.

ENGAGING WITH YOUR AUDIENCE

Actively engage with the event and don't wait for the audience to come to you:

- Invite them to try out any interactive activities on offer. Starting a discussion while they are involved in an activity can be less confronting than being asked directly what they are interested in.
- Offer freebies and samples and when doing so, ask questions.
- If you can, have someone walking the floor to engage with individuals and groups and invite them to your stand.
- Speak to groups browsing the stands together.
- Don't sit behind your stand and wait for people to approach you – stand up, smile and encourage discussion. Young people may be anxious about initiating a discussion so being open and welcoming may calm their nerves.

Generate discussion:

- Ask them what they want to find out – but be prepared for them to not know what they want to do. This is OK, just provide them with ideas and opportunities that they can explore.
- Show interest in what they are currently doing and thinking about for the future, highlight what you think is useful as an employer.
- Open their mind to wider opportunities and possibilities within your business, including work placements and apprenticeships.
- Where relevant, refer to the diversity of routes to employment, including your own journey.
- Be honest and realistic about expectations, rather than trying to entice them with aspirational benefits.
- Invite them to visit your business to see what it's like and to find out more.

#OrkneyCareersFair

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