

# DISCOVER!

**18 - 22  
NOVEMBER  
2019**



**DISCOVER!** Creative Careers Week 2019

CAMPAIGN PACK

#DiscoverCreativeCareers



**CREATIVE  
CAREERS**

Inspiring the next generation

# DISCOVER!

## #DiscoverCreativeCareers

Taking place across England from 18th – 22nd November, Discover! will see over 500 employers from across the creative industries opening their doors to thousands of young people to inspire and inform the next generation of workers.

The enthusiasm and commitment from the sector to get involved in this exciting project has been fantastic and we know it's going to be a brilliant week. We've got employers from all 12 creative industries sub-sectors taking part up and down the country, from Xsite Architecture in Newcastle to the National Trust's White Cliffs of Dover.

The Discover! Creative Careers Week campaign aims to not only celebrate the activities taking place during the week, but also to highlight the sheer number of roles available within the creative industries and the pathways into them, by putting real names and faces behind the job titles. **So even if you're not hosting an event, you can still get involved in the campaign.**

Discover! Creative Careers Week is part of the Creative Careers Programme (CCP), a programme of practical activities and resources that aims to diversify and increase the number of young people entering into the creative industries. It has been kick-started with funding from the Department for Digital, Culture, Media and Sport and has been shaped and supported directly by creative businesses, institutions, trade bodies and individuals across England. Together, we will ensure that careers in the creative economy are more accessible to a wider range of people and that we maximise the creative talent of the next generation.

The Creative Careers Programme is being delivered by Creative & Cultural Skills, ScreenSkills and the Creative Industries Federation in partnership with the Careers and Enterprise Company and Speakers for Schools.

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STUDIOS

SCENE

TAKE

ROLL

## CAMPAIGN OVERVIEW

Careers opportunities in the creative industries are increasing daily with employment in the sector growing three times faster than the rest of the UK economy. This growth shows no signs of slowing down, yet many young people and those that support their career choices aren't aware of the breadth of roles and vast areas of work available – we want to change that.

This pack contains various key messages, templates and tools that will support your involvement in the campaign so we can reach a much wider audience and demonstrate the commitment of the sector. It covers:

### Key messages and useful facts

This includes key messages, facts and figures that support the need for initiatives such as Discover! Creative Careers Week, how other organisations can get involved with the CCP and information about our recently launched one-stop-shop creative industries careers finder, [DiscoverCreative.Careers](https://discovercreativecareers.co.uk).

### Discover! My Creative Career

This is an opportunity for your team to get directly involved by answering a few questions about their job, this will then be used as part of the social media campaign during the week – we also encourage you to share these stories through your own channels.

### Promotional toolkit

This contains sample social media content, logos and other brand assets that you can use as part of the campaign.



## KEY MESSAGES AND USEFUL FACTS

We've included key messages, facts and figures that support the campaign and ensure that any communications contain core information about Discover! Creative Careers Week and the Creative Careers Programme, so we can have as greater impact as possible. Please do consider these key messages when planning your own communications:

- Discover! Creative Careers Week 2019 is a brand-new initiative that will see over 500 employers across the creative industries opening their doors to thousands of students across England from 18 – 22 November.
- Discover! Creative Careers Week is part of the Creative Careers Programme, an industry-led initiative that exists to ensure there is a larger and more diverse intake of talent and a broader range of routes into the creative industries.
- The Creative Careers Programme aims to inform and inspire young people directly about the opportunities in this world-leading sector through meaningful encounters with industry professionals, online tools, training and support for teachers, parents, guardians and careers professionals, support for employers and more.
- Working directly with creative businesses, institutions, trade bodies and individuals across England, the Creative Careers Programme will ensure that careers in the creative economy are more accessible to a wider range of people and that we maximise the creative talent of the next generation.
- The Creative Careers Programme has recently launched a one-stop-shop website to help young people and their parents, guardians, teachers and careers advisers discover the range of jobs available across the creative industries – and the routes into them: [discovercreativecareers](https://discovercreativecareers.com).
- There are plenty of opportunities for employers to get involved, they could become a Speaker for School, host a work experience placement or become an Enterprise Adviser for example. [Find out more.](#)

### Useful facts and figures:

- Evidence cited in the Government's Careers Strategy reveals that a young person who has four or more encounters with an employer is 86% less likely to be unemployed or not in education or training and can earn up to 18% more during their career.
- The creative industries are growing at three times the rate of the rest of the economy and are worth more than that of aerospace, automotive, life sciences and oil and gas combined.

- In 2017, the creative industries contributed £101.5bn to the UK economy, that's more than 5% of GDP and an increase of 53% since 2010.
- The creative economy employs over 3 million people - that's 1 in 11 UK jobs.
- Creative jobs are less likely to be replaced by robots, with 87% of creative occupations at low or no risk of automation.
- There are urgent skills shortages, with the Creative Industries Council estimating that there are more than 77,000 positions in the sector currently vacant or requiring better skills.





## DISCOVER! MY CREATIVE CAREER CAMPAIGN

As well as the activity taking place during Discover! Creative Careers Week, we also want to showcase the huge variety of roles available in the creative industries by encouraging the people behind the job titles to get involved.

We've created a short survey which we'll use to create social media assets that celebrate the faces and stories behind the jobs, we'll use these assets throughout the week and will also share your team's assets with you beforehand, so you can share them online.

Below you'll find a suggested email that can be sent to staff about the Discover! My Creative Career campaign, a link to the survey and an example of what will be produced.

**Sample email to staff** ([download a Microsoft Word version here](#))

Dear Team,

This November, we're getting behind the #DiscoverCreativeCareers campaign, part of an England-wide initiative called the Creative Careers Programme which aims to ensure there is a larger and more diverse intake of talent and a broader range of routes into the creative industries.

You can get involved directly by taking part in **Discover! My Creative Career** which celebrates the real faces and stories of the people doing the many jobs that exist in the creative industries. All you need to do is complete the short survey and upload a photo of either yourself or something that represents your job, the CCP team will then use this information to create an image like the one below which will be shared online during the week.

Here's a link to the survey:

<https://www.surveymonkey.co.uk/r/DiscoverMyCreativeCareer>

To take part, please complete the survey by Wednesday 13th November.

The questions in the survey are:

Name:

Job title:

Where do you work?

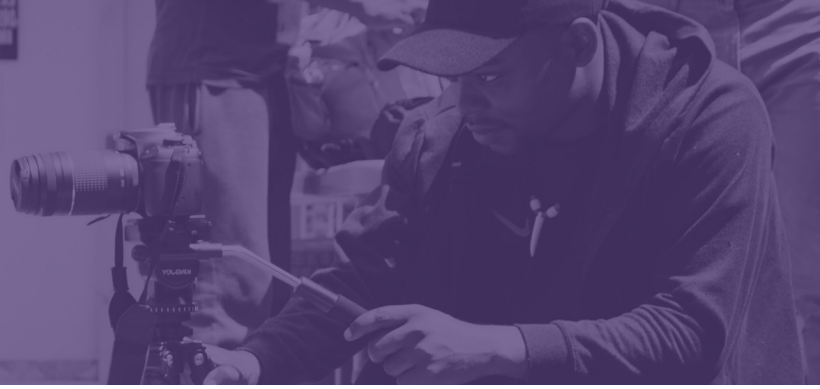
What are the top 3 skills required to do your job?

What's the best part of your job?

What career advice would you give your 14-year-old self?

We'll then use your answers and image to create an image like the one below:





## PROMOTIONAL TOOLKIT

The following content, templates and downloads can be used from 21st October 2019 so please feel free to use any of this for your own communications. The materials include (please click the links to view and download):

- Social media content and handles (see below)
- Logo and brand asset downloads (see the following page for previews):
  - [Discover! logo strapline](#)
  - [We're taking part in Discover! Creative Careers Week strapline](#)
  - [Discover! #DiscoverCreativeCareers strapline](#)
  - [We're taking part in Discover! Creative Careers Week circle](#)
  - [Discover! 18 - 22 November 2019 circle](#)
  - [Discover! jumble logo for Instagram](#)
  - [Discover! 18 - 22 November colour overlay for Instagram \(for 1080px X 1080px\)](#)
  - [Discover! 18 - 22 November corner logo overlay for Instagram \(for 1080px X 1080px\)](#)

### Social media content and handles:

[Download our sample social media posts here](#) (Microsoft Word document)

Please follow and share our posts on Twitter and make sure you tag us in any of your own posts:

[@creativecareer5](#) #DiscoverCreativeCareers



Logo and brand asset previews:

Strapline logos:

**DISCOVER!**

**DISCOVER!**

#DiscoverCreativeCareers

we're taking part in

**DISCOVER!**

creative careers week

Circle logos:



Instagram templates:

