

**DISCOVER!**  
creative careers

# There's a career for everyone in the creative industries

Become a Discover Creative Careers Industry Ambassador and help us reach more young people facing disadvantage.



# Working together to secure a skilled and inclusive talent pipeline

[Discover Creative Careers](#) is the industry-led initiative addressing urgent challenges around future skills shortages within the creative economy – a challenge that must be tackled together to ensure we continue to thrive.

It is part of Government's pledge to build a highly-skilled, productive and inclusive workforce for the future, outlined in the [Creative Industries Sector Vision](#).

The programme's hybrid events, opportunities and resources aim to inform and inspire young people in England aged 11-18 and those that support their careers decisions.

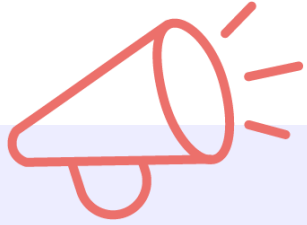
This includes the annual [Discover! Creative Careers Week](#) which offers industry-led activities to young people every November. Last year's activities saw thousands enjoy over 25,000 interactions with employers.

**We need industry support to continue to grow the programme's reach and impact. Can you help?**



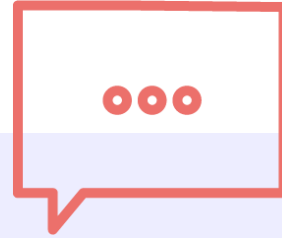
Image: Discover! Creative Careers Week at BOA Academy, Birmingham

# By becoming a Discover Creative Careers Industry Ambassador, you could:



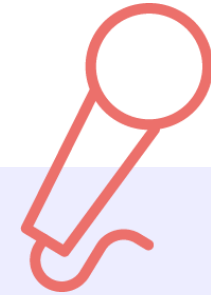
## Raise awareness

Help us raise awareness of the programme to a range of target audiences, from industry, educators, careers enablers, parents/carers and young people.



## Advocate to your sector

Demonstrate why industry must take a leading role in ensuring its future workforce is strong, diverse and inclusive by advocating and being a spokesperson.



## Bust myths and misconceptions

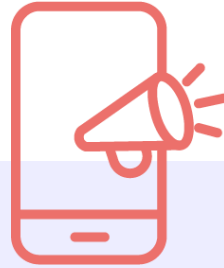
Promote the diversity of the creative industries and help bust myths and misconceptions that often stop young people from pursuing it as a career.

# Benefits for you and your company:



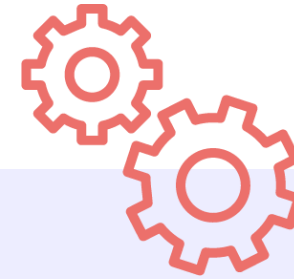
## Corporate Social Responsibility

Involvement in the Discover Creative Careers programme will support your workforce development and social mobility plans by demonstrating a commitment to a skilled and inclusive workforce.



## Awareness raising and PR

You will be joining a national initiative and your involvement could attract publicity for you, your company and your workforce development plans in newsletters, press features and online.



## Developing partnerships

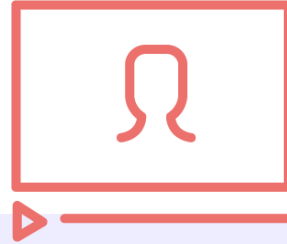
Supporting the programme will give you access to a range of companies and stakeholders including industry, education and careers provision services, aiding your outreach and talent development programmes.

# Ways to support:



## Send us a testimonial

Send us a short filmed or written testimonial demonstrating why you support Discover and why young people from all backgrounds should be able to access careers information and pathways into the creative industries.



## Be an advocate and spokesperson

Work with us to directly promote and advocate for the programme to your networks – we'll supply templates and assets to support this. We may also approach you for press/media quotes and opportunities at times.



## Attendance and representation at events

Engage with at least one relevant industry event during the annual Discover! Creative Careers Week and be open to attendance at other events across the year. We will work with you to identify opportunities for this.

Please note that this is an unpaid, voluntary ambassador programme, however any expenses incurred to attend events will be covered.

# Interested?

If you'd like to become a Discover Creative Careers Industry Ambassador, we'd love to hear from you!

Please contact our Communications Manager below and let her know how you're able to support. You will then receive further information and relevant templates.

**Bonnie Smith**  
**Discover Creative Careers Communications Manager**  
[bonnie.smith@screenskills.com](mailto:bonnie.smith@screenskills.com)

**You can also register your interest in delivering an event for Discover! Creative Careers Week 2024:**



Taking place from 18<sup>th</sup> – 22<sup>nd</sup> November, we're now taking registrations from industry interested in hosting an event for local young people.

**[Find out more and register your interest.](#)**



Image: Discover! Creative Careers Week at AtkinsRéalis, Birmingham

Discover Creative Careers is funded by the Department for Culture, Media and Sport with additional support from Arts Council England. The 2023 – 2025 programme is being delivered by ScreenSkills, in collaboration with a wide range of partners representing the creative industries, education and careers landscape:



**Find out more** [www.discovercreative.careers](http://www.discovercreative.careers)

**Contact us** [discover@screenskills.com](mailto:discover@screenskills.com)

**Follow us on X** [@CreativeCareer5](https://twitter.com/CreativeCareer5)

**Join us on LinkedIn** [Discover Creative Careers](#)

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