An Employer brief will provide the employer with a detailed breakdown of the activity they will be delivering. The brief will include what the employer should expect on the day, what they need to deliver, who they are speaking to and why (who, what, where, when, why and how).

**Brief to Employers delivering (event / activity title)**

**Year group | event title | Venue | Date | Time**

**Main point of contact:**

Careers Leader: (*name*) (*Mobile / extension number)*

Enterprise Coordinator: (*name*) (*mobile number*)

**Event Brief**

*Employers need to know the benefits of them attending and exactly what you want them to do on the day. In the event brief, write a short overview of the day and the benefits to your students. Throughout the brief, you will drill down into the event further. For example*:

The XX activity is an integral part of our school careers plan to integrate careers into the curriculum. With your support we can help, raise awareness of the different job roles, industry and grow the Year 9 student’s confidence when speaking to employers.

Year 9 (14 – 15 years old) – Recently selected GCSE’s and will be undertaking work experience.

**\*\*You will be supported by a member of staff at all times throughout the day. If a teacher is not there to support you, please wait outside the classroom and call either the Careers Leader or Enterprise Coordinator stated above. \*\***

**Aims**

*Reinforce what you would like to achieve from the day and how it will help students achieve their future career. For example:*

* To inspire students to learn about career opportunities, different career pathways and different sectors and raise their own aspirations for their future.
* To give students the opportunity to engage with employers and ask about the world of work and what key skills are required to achieve their target career.

**Timings**

|  |  |  |
| --- | --- | --- |
| Time | Activity | Description |
| **8:15am** | **Meet & greet** **\*\*Please arrive no later than 8:30am\*\*** | Give a brief overview of the arrival process, so the employer knows what to expect. Things to think about:* *Has the receptionist been made aware of the names of the employers attending?*
* *Who will show the employer to the classroom / hall?*
* *Will refreshments be provided on arrival?*
* *Can you reserve parking spaces?*
 |
| **8:30am** | **Student brief**  | e.g. *The students will be briefed and seated before your arrival.*  |
| **9:00am to 12:10pm** | **Workshop** | **Reinforce that a teacher will there to support.** If you’ve answered the below questions, then you’ve provided a clear overview:* *How many students will the employer speak to?*
* *Will the students be in groups or 1:1? If in a group, how many will be in the group?*
* *Will there be any students with SEN? If yes, please be specific on their needs and if the student will have a member of support staff.*
* *Does the employer need to deliver a talk / presentation / challenge? If so, what do they need to present about? (job / industry / education route)*
* *Will you provide the employer with pens / paper etc?*
 |

**Think**: If your activity runs over a student break-time, please make sure you provide your employers with refreshments – your employers will need a break too!

**Activity**

*Include a breakdown of what you would like the employer to deliver to the students and timescales per activity. Where possible, provide the employer with examples e.g. questions to ask, to help save their time and feel more confident going into your school. For example:*

**You will deliver this activity X times during the morning and to X groups of X students, each time. Each delivery will be a 30 minute activity.**

1. Please introduce yourself, organisation and why you are here to talk to them (5 mins)
2. please share with the students the following information; (15 minutes)
* Your career story
* Information about what it is like to work in your sector and organisation and the different job roles & entry levels available.
* The key skills required to succeed in your organisation highlighting the skills students have experienced during this challenge.
1. You may need to actively encourage students to ask you as many questions as possible (10 mins). Some potential questions to ask the students include: What subjects do you enjoy doing? What careers link to that subject? Would you like to stay in Cornwall?

**We encourage you to bring props to assist with your talk. Please email XXX with a brief overview of your talk and to notify us of any props you intend to bring.**

**Evaluation**

*Evaluating the effectiveness of an activity and its impact is useful in developing higher quality activities. Please make the employers aware that you will be recording what went well / what needs to be improved from both the employer and student perspective. For example:*

We will evaluate the activity by gaining student and employer feedback. We welcome all your thoughts following your participation and will share the overall student feedback with you.

**Parking**

*Please direct employers where to park before they arrive. Think: can you reserve parking for the employers?*

**What to bring**

*If you would like employers to bring anything specific with them, this is your chance to ask them well in advance****.*** *For example:*

* Banners or leaflets or props to promote your business or sector
* Industry props you wish to show to help them understand the challenge or business.
* Your passion and energy!

**At the end of your brief, always remember to thank your employers for supporting your event**!

*A huge thank you for participating in this employer led careers activity. We look forward to welcoming you and the students look forward to meeting you and being inspired and informed about your business and your industry.*