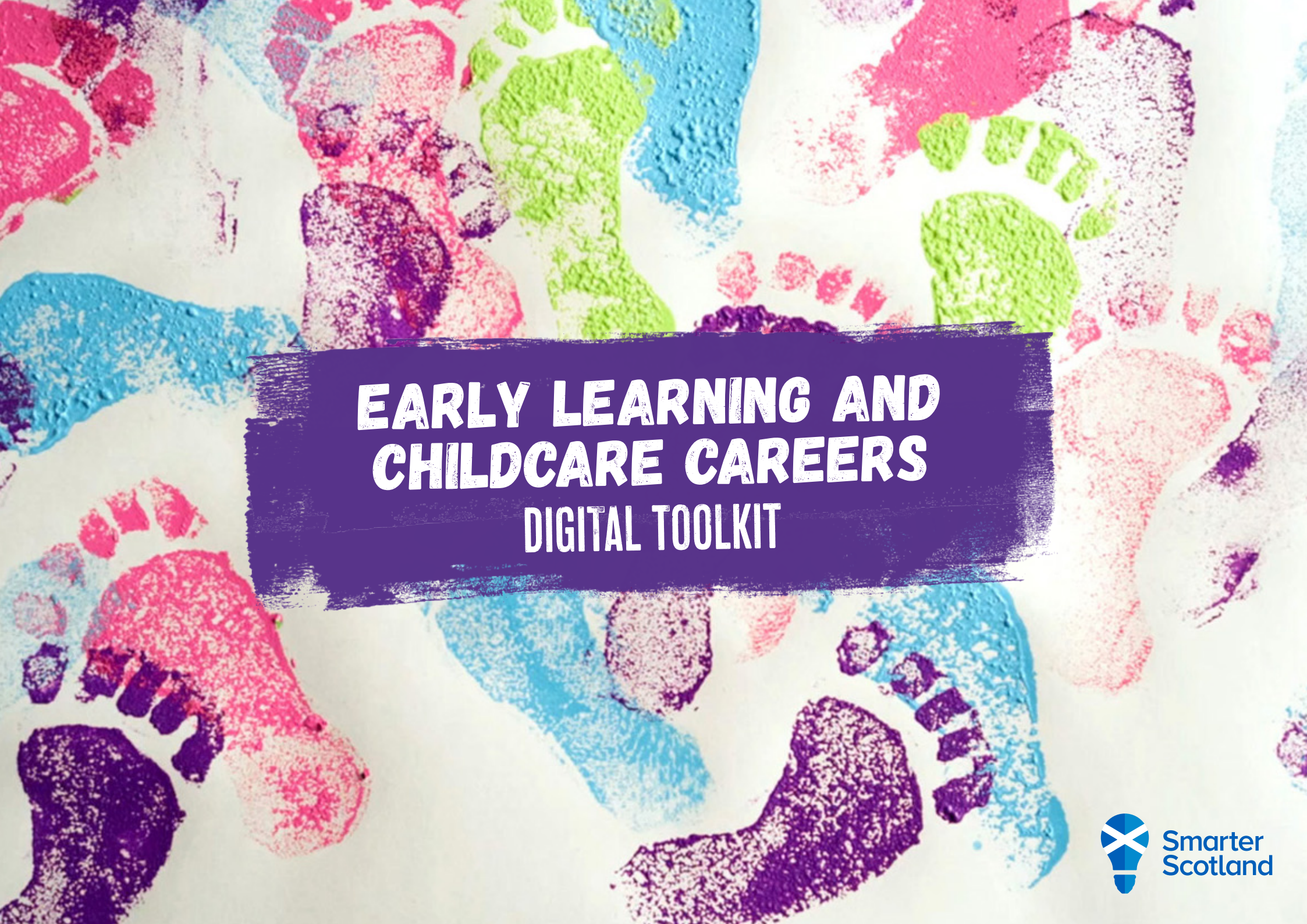
EARLY LEARNING AND CHILDCARE CAREERS
DIGITAL TOOLKIT
Smarter Scotland

CONTENTS PAGE

1. Introduction p3
2. The campaign p4
3. Campaign components p5
4. Key messages p6
5. Campaign resources p7
6. Suggested social media posts p8
7. Useful contacts p9

INTRODUCTION

On 23 October 2017, a campaign was launched to encourage secondary school leavers across Scotland to consider a career in Early Learning and Childcare, under the campaign slogan, **“Shape their worlds. Shape your career”.**

The campaign stems from the Scottish Government’s manifesto commitment to expand free Early Learning and Childcare by 2020. The expansion will almost double entitlement to funded early learning and childcare from 600 to 1140 hours per year by 2020 for all three and four year olds, and eligible two year olds.

The commitment to increase hours has resulted in a need to recruit up to 11,000 additional Early Learning and Childcare professionals to deliver that expanded service by 2020.

A campaign has been delivered that aims to:

- Inform school leavers of an important but accessible career option when their time at school ends
- Elevate the status of Early Learning and Childcare, which has previously been seen as an unskilled job
- Encourage increased gender and ethnic diversity of Early Learning and Childcare professionals

THE CAMPAIGN

Using the message “Shape their worlds. Shape your career”, the campaign aims to inspire school leavers across Scotland to consider a career in Early Learning and Childcare.

The campaign highlights the amazing aspects of working in Early Learning and Childcare, focused specifically on the role that Early Learning professionals play in the crucial period of brain development occurring in young children during their years in ELC settings.

While on the surface you may just be building sandcastles, glitter painting and making dens, working with these young children means you’ll also be making millions of brain connections in their heads and helping to build bright futures.

Audience: School leavers in S4, S5 and S6 across Scotland.

Timings: The campaign launched on Monday 23 October 2017 and will run until mid-December. There will be a second burst of campaign activity from mid-January until mid-February 2018.

CAMPAIGN COMPONENTS

The integrated campaign comprises:

- Dedicated Early Learning and Childcare Careers website
- 50 second cinema advert
- 30 second YouTube advert
- Field activity with Skills Scotland and school events
- Static and digital six sheet advertising
- StreetTalk telephone box advertising
- Video on Demand
- Digital display, including Spotify
- Social media advertising, including Snapchat, Instagram and Facebook
- Stakeholder toolkit
- Bauer Life Matters, The Big Issue and local press (from January)
- Radio (from January)
- Pre- and post-wave research

KEY MESSAGES

- Get a job in Early Learning and Childcare – shape their worlds, shape your career
- With the expansion of Early Learning and Childcare services across Scotland, there are lots of jobs available
- You can really make a difference to young children's lives
- This is a flexible career, with a variety of different ways to train and study to qualify as an Early Learning professional
- A career in Early Learning and Childcare offers progression and growth opportunities
- Working in Early Learning and Childcare is both varied and creative – and you won't be sitting behind a desk all day
- Working with young children and helping them learn essential skills for life is very rewarding and worthwhile

CAMPAIGN RESOURCES

Help recruit the next generation of Early Learning and Childcare professionals: share this **50 second film** or share the **30 second version**.

You can also help us promote Early Learning and Childcare careers by downloading and sharing these resources from our website **childcarecareersscotland.scot/resources**:

- A3 and A4 campaign posters
- A5 information leaflets
- “Empty belly” poster
- Campaign images to share on Facebook and Instagram

SUGGESTED SOCIAL MEDIA POSTS

Here are some examples of social media posts that you can use to encourage friends, family and followers to choose a career in Early Learning and Childcare on Facebook, Twitter and Instagram.

Feel free to add any of the images provided in this pack or the link to our YouTube video to support each post.

- Have you thought about a career in Early Learning and Childcare?
- Discover childcare jobs and training that could shape lives and shape your career.
- Take the quiz at childcarecareersscotland.scot/quiz to see if you'd be a great match for a career in childcare.
- Get a job in childcare - it's your chance to shape young children's worlds and shape your career.
- Know someone about to leave school? Tell them about all the opportunities in childcare.
- Fancy helping children make millions of new brain connections every second? Get a job in Early Learning and Childcare.
- Build sandcastles while building futures – get a job in Early Learning and Childcare!
- Make dens while making children's futures shine – get a job in Early Learning and Childcare!

USEFUL CONTACTS

The Scottish Government

For more information on the Early Learning and Childcare recruitment campaign please contact:

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