



# EARLY LEARNING AND CHILDCARE CAREERS

## DIGITAL TOOLKIT



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# INTRODUCTION

On 14th May 2018, a campaign was launched to encourage parents and career changers across Scotland to consider a career in Early Learning and Childcare, under the campaign slogan, "A job. And a joy".

The campaign stems from the Scottish Government's manifesto commitment to expand free Early Learning and Childcare by 2020 and follows the previous campaign "Shape their worlds. Shape your career" which targeted school leavers. 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 thousands of additional Early Learning and Childcare professionals to deliver that expanded service by 2020.

The campaign ran again across TV, digital, radio and press in January 2019 until end-February 2019. A third year of activity will see the campaign live from 10th June until 28th July with TV, Video on Demand and from 17th June - 28th July on Out of Home (six sheets and phone boxes), radio, digital and PPC.



## MORE ABOUT THIS CAMPAIGN

This campaign aims to recruit people of all ages, stages, and backgrounds into a career in Early Learning and Childcare. It does it by showing that:

- Working in Early Learning and Childcare is a job and a joy.
- It's a meaningful and enjoyable career.
- You really make a difference.
- There are great opportunities for career progression.
- It's full of variety, creativity, and job satisfaction.
- You'll feel valued and part of a community.
- And the pay is better than you might think.

**A JOB AND A JOY**



# HOW YOU CAN HELP

We need your help to spread the word about careers in Early Learning and Childcare. To support the campaign, you can share the:

- campaign's key messages
- campaign film (30 second version and/or 16 second versions)
- campaign posters
- info on your social media channels
- link to our website ([childcarecareersscotland.scot](http://childcarecareersscotland.scot)) on your site and social channels.

## HOW WE'RE PROMOTING THE CAMPAIGN:

website ([childcarecareersscotland.scot](http://childcarecareersscotland.scot)), TV, Video on Demand, outdoor, radio, digital and PPC.



## KEY MESSAGES

- Get a job in Early Learning and Childcare – it's a job and a joy.
- With the expansion of Early Learning and Childcare services in Scotland, there are now a range of positions available across Scotland.
- You can really make a difference to young children's lives.
- The little moments of joy that come with working with children makes Early Learning and Childcare careers extremely rewarding.
- This is a flexible career – there's an option to train on the job or to study at a college or training provider near you.
- There are great opportunities for career progression.
- You'll get variety, creativity, and feel rewarded in this career.
- Early Learning and Childcare offers a great deal of job satisfaction as you're helping children learning essential skills for life.
- The pay is better than you might think.
- Jobs and training available in your area now.

**THOUSANDS**

**OF NEW JOBS AVAILABLE  
BY 2020.**



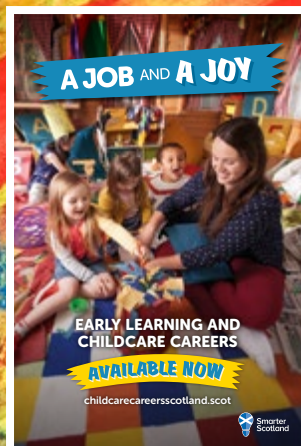
# CAMPAIGN RESOURCES

Help us get more people interested in a career in Early Learning and Childcare:

- Share the 30 second film
- Share the 16 second film
  - Paperwork
  - Stock Rotation

Or download and share from [childcarecareersscotland.scot/resources](http://childcarecareersscotland.scot/resources):

- A3 and A4 campaign posters
- A5 information leaflet
- Social media graphics





## SUGGESTED SOCIAL MEDIA POSTS

Here are some ideas for social media posts. Feel free to use these across your channels:

- Get a job in Early Learning and Childcare – it's a job and a joy. (The pay is also better than you might think!) > [childcarecareersscotland.scot](http://childcarecareersscotland.scot)
- Fancy a job that's also a joy? There will be thousands of new jobs available by 2020 in Early Learning and Childcare across Scotland.
- Know someone looking for a rewarding, creative, and fulfilling career? > [childcarecareersscotland.scot](http://childcarecareersscotland.scot)
- After a job with great opportunities for progression, fun, and creativity?
- Swap night shifts for 'knight shifts'. Get a career in Early Learning and Childcare – there will be thousands of new jobs available by 2020!
- Could Early Learning and Childcare be the career you've been searching for? Use our personalised tool to find out, today! > [childcarecareersscotland.scot/joy-search](http://childcarecareersscotland.scot/joy-search)

You'll find images to go with these posts to download at [childcarecareersscotland.scot/resources](http://childcarecareersscotland.scot/resources)





## USEFUL CONTACTS

The Scottish Government

For more info on this campaign please contact:

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