

ROTHERHAM CAREERS



Gatsby Benchmark 1
A Stable Careers Programme

Website Guidance

Evidence required for your compass evaluation

All information published on your school's website should be specific and targeted information for parents and carers, students, employers and teachers.



Where should 'Careers' feature on the website?

Often inappropriately hosted under a specific audience tab but as careers is of interest to a range of audiences – it lends itself to being under the 'about us' tab or even having its very own tab in the main menu.



The Landing Page

Keep the landing page for the careers section really simple!!!

- Introductory Paragraph**

This could be your school/college vision statement for careers or a short paragraph explaining the school's positive approach to careers education (You may be able to lift this from the introduction to your careers policy).

- Details of the Careers Leader (inc. photo - useful for all audiences)**

Our careers Leader is Mr Sample. If you have any queries about careers, higher education or work experience, please contact him on **01234 123 123** or **a.sample@example.org**

- Important links to key documents**



- Links to different sub pages relevant to each audience**

Students

Parents/Carers

Employers

Teachers



Student Area

To reflect the talents and interests of all students, ensure that pathways information is comprehensive.



Include access link to the school's digital careers platform



Include details of how to contact the school's careers adviser (can use a google form or email link here)



HeppSY work to help students make an informed decision about higher education. The team offers impartial information and advice.



Career Pathways

- Info about Apprenticeships Rotherham Post 16 schools and colleges
- Search for College Courses
- Search for University courses
- Compare Universities
- How to get into different careers
- Leading University information
- University alternatives
- Local Training Providers
- List of all qualifications and levels
- Rotherham Post 18 education
- Post 18 Employment support



Careers & the job market

Here are some useful websites to help you find out about different careers and the UK job market

[icould](#)

[U-explore START](#)

[NHS Careers](#)

[CareerPilot](#)

[Learn about job trends in the UK](#)

[Local Labour Market information](#)

[SY ShapeYourFuture](#)

[Local live job vacancies](#)

Build your skills & Helpful guides

[Take this personality quiz](#)
[Find your ideal job based on your personality](#)

[Employability skills](#)

[Skills Employers want](#)

[Explore opportunities to develop yourself](#)

[CVs and applications](#)

[Personal Statements](#)

[Interviews](#)



Parent/Carer Area

"80.75% of students say their parents help them to make key careers decisions"

This section of our website is aimed at helping parents and carers source information to help support young people in their future decisions.

Education options

There are a variety of educational routes available to students post 16. Click each link to find out more:

[Higher Education](#)

[Apprenticeships](#)

[Rotherham 6th Forms](#)

[Rotherham Colleges](#)

[Rotherham Training Providers](#)

Types of jobs

Students who have a vision of where they want to be in the future may find it easier to plan their next steps more easily. To help students and parents to get an idea of what types of jobs are out there we would suggest looking at a number of these websites:



Careerpilot

National Careers Service

SEND

There are a variety of educational routes available to students post 16. Click each link to find out more:

[Rotherham SEND schools and Colleges](#)

[Rotherham SENDIASS \(Special Educational Needs and Disability Information Advice and Support Service\)](#)

[Rotherham Council Website](#)

Labour Market information

With developments in technology there are now numerous jobs that did not exist 10 years ago. It is important to keep up to date with what is happening locally, nationally and internationally.

[Where do people in Rotherham work?](#)

[Sources of Labour Market information](#)

[SY ShapeYourFuture booklet](#)

Employers Area

Businesses we need your expertise!

The aim of this area is to attract local employers to connect and work with the school.



Use plenty of pictures of past employer encounters to demonstrate you engage with lots of different employers.



At Example School we are busy growing your employees of the future. We need your help to raise their career aspirations, develop their employability skills and learn more about the exciting careers in South Yorkshire

Inspire Young Minds

Being part of our business support network will provide you moments of great satisfaction but striving to make a difference can also be an exciting challenge! Having employers like you helping to inspire young minds and transform attitudes through a range of activities and opportunities is the foundation of an excellent careers programme as set out by the Gatsby Foundation's eight Benchmarks of good practice.

Example School has the benefit of a key business volunteer who works with us on a strategic level, encouraging the development of our careers programme and connecting us to the business community across the county. This role is recognised nationally as an Enterprise Adviser (EA) and they are part of the SY MCA Careers Hub community of support driving the connection between careers education and the business sector.

Click [here](#) to find out more about the role of an Enterprise Adviser.

Our current EAs is Sample Name and they would be delighted to have a chat with you about getting involved in our programme of activity.

Include a photo of EA

Ways to support

- Be part of our Mock interviews with Year 10 or 11 students and help them structure their CVs
- Get involved in extracurricular clubs and activities
- Give an inspiring talk based on your industry or job role
- Provide a coaching/mentoring service through a structured programme
- Run a hands-on workshop with activities relating to your area of expertise
- Be part of our discussions about pathways after school, eg apprenticeships
- Help champion specific issues and challenge barriers in the workplace around gender stereotyping, disability etc
- Help bring a subject lesson to life by linking it to your industry
- Offer a work experience placement for students at you business premises
- Become an ambassador supporting employment routes for young people with special educational needs and disabilities and offer a work experience placement that is co-supported by the school
- Provide a Supported Internship opportunity

What to expect...

By getting involved you will not only be supporting future workforce development and helping to broaden the minds of the young people but you will also be developing new skills for your staff, forging community links and building a positive profile for your company.

We will support you throughout your visit to us to ensure we maximise the use of your valuable time. Our Careers Leader is Mr Sample (sample.teacher@example.org) and they will:

Be your main point of contact for all enquiries
Organise pre-meets/discussions/information for activities you sign up to

Provide you details of the local arrangements including parking, facilities and our safeguarding policy.

Conduct a short evaluation with you to ensure we are getting things right.

With your permission add you to our network and keep you up to date with future activities.



Include examples of positive quotes from previous employers / students about employment encounters

*"The kids were so enthusiastic and keen to know about apprenticeship opportunities within the company"
xxx, local ltd*



Teachers Area

The aim of this section is to signpost teachers to relevant information and to communicate expectations with regards to how all staff contribute to the careers programme in school

Example School is committed to providing high quality Careers, Education, Information, Advice and Guidance to help inspire students and to enable them to make rational informed career decisions. Example School aims to meet all eight Benchmarks identified by the Gatsby Foundation.

Find out about the 8 Gatsby benchmarks here



David Baldwin, the Executive Headteacher of Churchill Community College in Wallsend, refers to "teaching through a careers lens". He views careers as not being the responsibility of a Careers Leader and a small number of teachers, but of all staff in schools and colleges.



At Example school we would like all subject areas to do the following:

- have a prominent display that links subject learning and skill development to different careers
- develop links with businesses and organisations
- to invite alumni and other external speakers to come into school (virtually where an actual visit is not feasible)
- where appropriate to organise external visits by students to local businesses/organisations
- record careers learning opportunities for students in schemes of learning
- take part in whole school 'Careers Days' where all teachers start their lesson with a careers focus, such as talking about their career pathway or showing a short film where people in a range of job roles explain the relevance of skills developed in a particular subject area to their role.
- explore the possibility of developing real projects/challenges for students with a local business or organisation e.g. a local company setting IT students the task of designing/updating their website
- consider the needs and interests of all students and ensure that information challenges stereotyping including gender and disability

Subject teachers will be supported to develop and integrate careers learning opportunities into their schemes of learning through INSET sessions. This will include the opportunity at least once a year, to meet representatives of local businesses and organisations on the school site.

There are a range of resources on the market that suggest ways of incorporating careers learning into different subject areas. The 'Careers in the Curriculum' padlet link on the school intranet also has a wide range of useful resources and ideas for subject areas.



Useful Websites

Panjango online

Labour market information

HOME | MYPATH Careers Resources (mypathcareersuk.com)

Speakers for Schools

My Learning My Future | CEC Resource Directory (careersandenterprise.co.uk)

Careerpilot : Jobs by subject

Include links to teacher login pages for the digital platforms used in school

xello

start

unifrog



Your website is a great place to celebrate the success of your alumni and It can provide a useful insight for students into the pathways and careers choices made by other students who attended the same school/college as them. Some schools include a link to a google form on the website to encourage alumni to get in touch.

