

HERITAGE CAREERS WEEK

EMPLOYERS TOOLKIT



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About Heritage Careers Week

Heritage Careers Week is a national, cross-sector week of activity to raise awareness of careers in the historic environment sector and tackle misconceptions. The week's aims and activity work towards the delivery of Priority 2 of the [Skills Investment Plan](#) (SIP), 'Attracting future talent and improving access'.

Heritage Careers Week runs annually on the last week of October and the target age range is young people aged 12-25. This means that activity will be available to young people in schools, colleges, and those who are no longer in education.

Week Aims

1. Raise awareness among young people, parents, and educators of the breadth of roles and range of pathways available within the heritage sector while addressing common misconceptions.
2. Inspire young people to consider a career in heritage.
3. Encourage and support employers across the historic environment sector to engage with education.



How can you get involved?

Heritage Careers Week has 4 strands of activity:

1. Local employer-led activity

This includes employability tours, school workshops, talks and skill tasters among others. If you're interested in learning more, contact skills@hes.scot.

2. Online activity through DYW Live

The week includes online activity hosted and delivered by DYW Live. Young people and educators can book via E-Sgoil.

3. Free toolkit for educators

A free toolkit will be available through Marketplace which includes activities for young people to explore heritage careers and links to existing resources. These can include video, online activities, printables, quizzes, etc.

To include links to your resources, email skills@hes.scot.

4. Social media campaign

People across the heritage sector will be using **#HeritageCareersWeek** to share their stories and thoughts about working in the heritage sector through images, videos, and text. Keep an eye on the hashtag to read people's stories.

Have an anecdote or a story to share? Join in!

Get involved in social media

The best way to get involved with Heritage Careers Week is to join in our social media campaign. Use and interact with **#HeritageCareersWeek**.

To make this easier, we have a pack of graphics you can use across X (formerly Twitter), Instagram, LinkedIn and Facebook. You will find these in the zip folder labeled 'HCW- Social Media Graphics'.



The graphics can be used to show you're taking part in the week or to share your story. You can see examples below:



Social media post examples

There are many ways you can use to engage with the social media campaign. If you don't want to use the graphics provided, you can share photos, short films and shout-outs of your Heritage Careers Week experiences and activities.

We would also love to hear about:

- Stories of your business, employees, apprentices
- Opportunities for young people in your organisation or sector
- School activities you have hosted and what students have learned thanks to them
- Opportunities that exist for young people within your sector
- Spotlight lesser-known roles
- Career advice and 'top tips' to join the heritage sector
- Surprises about careers in the heritage sector

Why not take this week as a time to show the different roles in your organisation? You can share short profiles on different staff or even have 'day in the life' videos. This is also a great time to highlight any vacancies or apprenticeship openings!

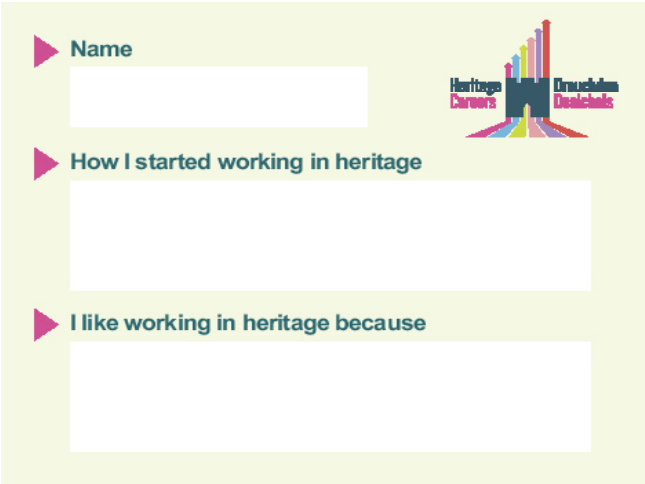
Share resources

If you have resources for schools, young people or early careers, Heritage Careers Week is a great time to spotlight them. Share a link in your social media and add #HeritageCareersWeek.

Share your story

If you want to talk about your role and your experience, you can use our template, write a post, or share a video.

You will find the PDF template in the social media zip folder. Edit it on your laptop and upload it or print it, write it out and share a picture of yourself holding it!



▶ Name

▶ How I started working in heritage

▶ I like working in heritage because

If you are using Instagram or TikTok, you can share videos or photos of yourself at work and discuss your role in the caption instead. Capture the 'behind the scenes' of your day to day or record yourself talking about your work. Videos don't need to be highly produced, you can record on your phone.

Don't know what to say? Focus on talking about:

- How you got into heritage,
- The day-to-day of your role,
- The skills that you use the most.
- Favourite subjects in school,
- What you like about working in heritage

This is also a great opportunity for you to share your best tips and tricks for applying for a role in the sector!

The most important thing is for you to have fun and be yourself. Don't forget to use #HeritageCareersWeek!

Previous campaigns

If you're still looking for inspiration, this page has some examples from Creative Careers Weeks.



Talk about in person activity

Share your resources and activities



Spotlight the day-to-day of different jobs in heritage



Get involved in in-person activity

Heritage Careers Week is a great opportunity to engage with schools in your local area through in-person activity.

Examples of activity

In previous years, in-person activity has included:

- Skills tasters where attendees can try their hand at a variety of jobs,
- Employability tours to get a behind the scenes at local employers places of work and better understand their skills,
- Talks from employers at school to learn more about what people do in their day to day,
- Networking events to meet employers, or
- Skills demonstrations to see and learn more about what skills are needed in heritage careers while asking any questions you may have!

How can we support you?

We can connect you with your local DYW Regional Group, provide you with branding resources, and help explore activity ideas. If you don't have the time or resources to run an in-person event in your organisation, email skills@hes.scot and we can connect you to other employers or help you link with any collaborative events taking place.

Next steps

If you want to engage in in-person activity, please email skills@hes.scot to let the team know about your work. As part of our evaluation, we aim to keep track of all activity taking place during the week.

The team will provide you with some next steps and help you consider evaluation to measure the reach of your event. We can also help connect you with relevant contacts and provide resources needed.



Branding and Graphics

Heritage Careers Week has a new brand and logo!

To make your experience creating using the brand easier, we have created a suite of resources including templates, graphics and logos which you can find in the attached zipped folders. You will find more information on what is available and guidance on how to use them in this section.

Document Templates

If you don't want to struggle creating branded Word and PowerPoints for Heritage Careers Weeks, you can use the templates available. You will find these in the zip folder 'Heritage Careers Week Templates'. The folder has 2 different Word templates and 1 PowerPoint slide deck.

While you don't have to use our branded templates, we recommend that you do as they have been designed with digital accessibility and correct brand usage in mind.

To create your own Word or PowerPoint document with Heritage Careers Week branding, use the logos provided and follow the correct logo usage guidance which you will find on pages 10-11 of this toolkit. You can find guidance on how to write digitally accessible documents in [Gov.uk](https://www.gov.uk)

Graphics

To allow you to personalise your documents or social media posts further, we have a set of graphics that represent the different pillars of the Skills Investment Plan. You will find these in the zip folder 'Heritage Careers Week Graphics'.



List of graphics



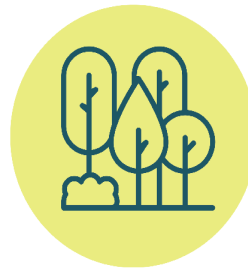
Archaeology



Heritage tourism



Architecture,
engineering,
planning and
surveying in a
heritage context



Historic
landscapes and
gardens



Archives and
libraries



Industrial
heritage



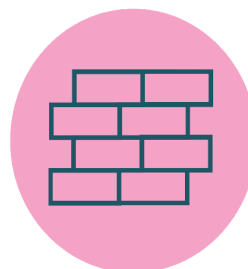
Conservation of
art and artifacts



Museums and
galleries



Heritage
Science



Traditional
building skills
and materials

Logos

There are three versions of the Heritage Careers Week logo, a full colour one, a monochrome black and a monochrome white. You will find all three logo overlays in the zip folder 'Heritage Careers Week Logos' which also includes a copy of the logo usage guidance over images.

When using the logo, there are two key elements to consider:

- The logo must not distort, stretch or rotate in any way.
- It must be kept within the specified proportions

Using the logo over images

There should be enough contrast between the logo and the background to ensure the logo is seen correctly. Below is guidance on how to use the different logos over images or backgrounds.

Colour logo

The colour logo can be used only on very light areas of photography to avoid legibility issues. Black and white photography will provide the best contrast. See example below:



Monochrome logos

When using the logo over pictures, the monochrome versions will work best unless it's a black and white image.

Use pictures with plain areas of light or dark. Complex images with backgrounds that are too light and dark will render the logo illegible and should not be used. See examples below:



