



Navigating Futures

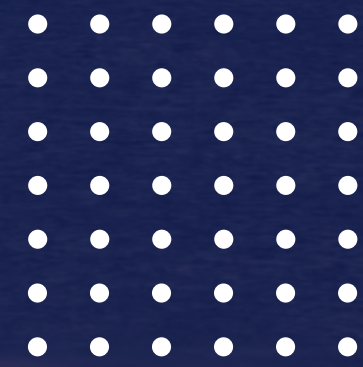
School & College Communication Toolkit

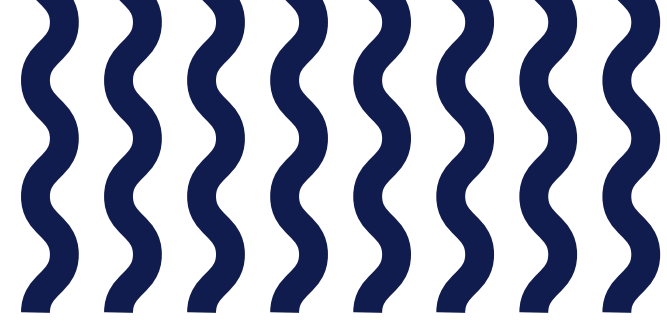


Hull and
East Yorkshire
Local Enterprise
Partnership

Hull & East
Yorkshire
CAREERS HUB

THE CAREERS &
ENTERPRISE
COMPANY





Thank You for Using Navigating Futures!

This programme of materials is brought to you by the Hull and East Yorkshire Local Enterprise Partnership (HEY LEP) to help you communicate essential Labour Market Information (LMI) to young people and families.

LMI gives us insights into current trends and future projections that can help young people make informed decisions about their careers. Navigating Futures materials are designed to be used by schools and colleges to make sure the information is seen and used.



Your Social Media Toolkit

This toolkit provides you with a social media plan for the year. We have included graphics, suggested captions and a calendar of events that you can post about throughout the year.



We've also provided some top tips to get the most out of these materials.

[Download your pack of social media graphics here.](#)



Events Calendar

Topic/Event	Date	Graphic	Caption
National Careers Week	4 th -10 th March 2024		<p>Thinking about your future career? These three industries are the biggest employers in our region!</p> <p>#NavigatingFutures #NCW2024</p>

Topic/Event	Date	Graphic	Caption
British Science Week	8 th -17 th March 2024		<p>Hull & East Yorkshire is home to some huge names in #STEMCareers!</p> <p>Take the time to find out more about each employer during #BSW24</p> <p>#NavigatingFutures</p>
Mental Health Awareness Week	15 th -21 st May 2024		<p>Almost 15% of all jobs in Hull & East Yorkshire are in Health & Social Care, making it the 3rd largest sector in the region!</p> <p>You could work for the NHS, your local council or a private provider to support your community's physical and mental health.</p> <p>#NavigatingFutures</p>


Topic/Event	Date	Graphic	Caption
Green Careers Week	4 th – 9 th November 2024	 <p>The infographic features a dark blue background with a wind turbine silhouette. Text includes 'Navigating Futures' in a curved font at the top right, 'You could earn an average of £45,000 PER YEAR in the Green/Net-Zero sector!' in large green and white text, and logos for HEY, Hull & East Yorkshire Local Enterprise Partnership, Hull & East Yorkshire CAREERS HUB, CAREERS & ENTERPRISE COMPANY, and GCW GREEN CAREERS WEEK at the bottom.</p>	<p>A #GreenCareer in our region could see you earning a great salary while looking after the planet!</p> <p>#NavigatingFutures #GCW2024</p>
Global Entrepreneurship Week	11 th – 17 th November 2024	 <p>The infographic features a dark blue background with a photo of a smiling man in a workshop. Text includes '4,233 new businesses were started in Hull & East Yorkshire in 2022!' in large white and green text, and logos for HEY, Hull & East Yorkshire Local Enterprise Partnership, Hull & East Yorkshire CAREERS HUB, CAREERS & ENTERPRISE COMPANY, and Navigating Futures at the bottom.</p>	<p>Entrepreneurship is rising in Hull & East Yorkshire with 13% more businesses opening in 2022 than in 2021!</p> <p>Do you have what it takes to start your own business?</p> <p>#NavigatingFutures #GEW2024</p>




General Posts

Topic/Event	Graphic	Caption
Introduction to LMI		<p>LMI stands for Labour Market Information. It tells us about trends like in-demand skills and top sectors to help young people make informed career decisions.</p> <p>Look out for #NavigatingFutures, breaking down the latest LMI for Hull & East Yorkshire!</p>
Introduction to LMI		<p>Manufacturing, Retail and Health & Social Care are the biggest industries in Hull & East Yorkshire measured by the number of people they employ.</p> <p>That's good to know if you're thinking about a career in one of these top sectors!</p> <p>#NavigatingFutures</p>


Topic/Event	Graphic	Caption
Agri-Tech		<p>'Agri-Tech' is an important sector in our region! Large employers such as Cranswick PLC and William Jackson Food Group have sites here, developing new ways to use technology in food production.</p> <p>#NavigatingFutures</p>
Agri-Tech		<p>Cranswick was founded in East Yorkshire in 1975 and is now a leading food producer. It employs over 13,000 people – over half of which are based in Hull!</p> <p>#NavigatingFutures</p>
Agri-Tech		<p>William Jackson Food Group's HQ is in Hessle. The company owns brands such as Jackson's Bakery Abel & Cole, Belazu and Wellocks.</p> <p>#NavigatingFutures</p>

Topic/Event	Graphic	Caption
Agri-Tech		<p>These are the top Specialised Skills Agri-Tech employers are looking for! You could develop these skills through relevant work experience or an apprenticeship.</p> <p>#NavigatingFutures</p>
Construction		<p>The average salary for Construction jobs in Hull & East Yorkshire is £38,100 per year.</p> <p>A recent skills report predicted that there will be an additional 2,010 Construction jobs per year in the wider Yorkshire & Humber region!</p> <p>Jobs in Construction can include roles such as Finance Manager, Building Inspector and Administrator.</p> <p>#NavigatingFutures</p>
Construction		<p>Balfour Beatty is responsible for a £355 million scheme to improve the A63 in Hull. The company has a 'local first legacy', doing significant outreach and hiring local apprentices.</p> <p>#NavigatingFutures</p>

Topic/Event	Graphic	Caption
Construction		<p>The Hull Citywide Partnership is a £500 million project to build 4,000 homes on land owned by Hull City Council.</p> <p>The partnership aims to use 85% local labour and provide 300 apprenticeship opportunities!</p> <p>#NavigatingFutures</p>
Construction		<p>Construction employers want to hire people with strong skills in communication, managing and planning. You could start building these skills now, both in the classroom and through extracurricular activities!</p> <p>#NavigatingFutures</p>
Digital		<p>Digital sector jobs include roles such as Marketing Specialist, IT Project Manager and Sales Representative.</p> <p>There are 6,000 jobs in ICT in Hull & East Yorkshire!</p> <p>#NavigatingFutures</p>

Topic/Event	Graphic	Caption
Digital		<p>Different Resonance is a digital marketing agency that helps brands to grow on social media.</p> <p>They officially launched in 2021 and are proud of their roots in Hull!</p> <p>#NavigatingFutures</p>
Digital		<p>You could earn an average of over £32,000 per year in the Digital sector!</p> <p>Top Digital career areas in our region are: Marketing, ICT, Sales and Business Management.</p> <p>#NavigatingFutures</p>
Digital		<p>These are some of the Specialised Skills that Digital employers are looking for.</p> <p>You could learn these skills through post-16 study, work experience or even an online course!</p> <p>#NavigatingFutures</p>

Topic/Event	Graphic	Caption
Engineering		<p>Engineering is a big sector in our region. There were 4,449 unique Engineering job postings in Hull & East Yorkshire last year!</p> <p>#NavigatingFutures</p>
Engineering		<p>BAE Systems is a global defence and security company. They have a site in Brough which dates back to 1916 where they currently employ around 700 people.</p> <p>#NavigatingFutures</p>
Engineering		<p>The average salary for jobs in Engineering in 2022-23 was almost £40,000!</p> <p>There are lots of areas of Engineering to get interested in. Some of the top occupations advertised in Hull & East Yorkshire were Mechanical Engineer, Electrical Engineer & Civil Engineer.</p> <p>#NavigatingFutures</p>

Topic/Event	Graphic	Caption
Engineering	 <p>The graphic features a dark blue background with a person in a hard hat. It lists three skills: Communication (with a green leaf icon), Management (with a white semi-circle icon), and Problem-Solving (with a green leaf icon). Logos for HEY, Hull & East Yorkshire Local Enterprise Partnership, Hull & East Yorkshire Careers Hub, CAREERS & ENTERPRISE COMPANY, and Navigating Futures are at the bottom.</p>	<p>The top Employability Skills that Engineering firms look for are communication, management and problem-solving.</p> <p>You can start developing those skills right now in your lessons and activities outside of school/college!</p> <p>#NavigatingFutures</p>
Green/Net Zero	 <p>The graphic shows hands holding a green plant against a dark blue background with geometric patterns. It includes the text 'Green/Net Zero: Protecting the environment and finding ways to lower carbon emissions.' Logos for HEY, Hull & East Yorkshire Local Enterprise Partnership, Hull & East Yorkshire Careers Hub, CAREERS & ENTERPRISE COMPANY, and Navigating Futures are at the bottom.</p>	<p>The Green sector is growing everywhere, including in Hull & East Yorkshire.</p> <p>For example... Siemens recently invested £310 MILLION in its wind turbine factory in Hull!</p> <p>#NavigatingFutures</p>
Green/Net Zero	 <p>The graphic features a dark blue background with a person in a hard hat. It lists three career areas: Manufacturing & Production (with a white triangle icon), Business Management & Operations (with a green bar chart icon), and Engineering (with a white gear icon). Logos for HEY, Hull & East Yorkshire Local Enterprise Partnership, Hull & East Yorkshire Careers Hub, CAREERS & ENTERPRISE COMPANY, and Navigating Futures are at the bottom.</p>	<p>There are 'Green' jobs in almost every industry!</p> <p>In Hull & East Yorkshire, most Green job vacancies are in Manufacturing, Business, and Engineering organisations.</p> <p>#NavigatingFutures</p>

Topic/Event	Graphic	Caption
Green/Net Zero	 <p>The infographic features a green background with a white grid pattern. At the top left is a logo consisting of four blue squares arranged in a larger square. Below it, the text reads 'Green/Net Zero: Average Salary' followed by '£44,900 PER YEAR' in large, bold, white font. At the bottom, there are logos for HEY (Hull and East Yorkshire Local Enterprise Partnership), Hull & East Yorkshire CAREERS HUB, CAREERS & ENTERPRISE COMPANY, and Navigating Futures.</p>	<p>You could earn almost £45,000 per year in a Green career in Hull & East Yorkshire!</p> <p>27% of Green/Net Zero local job postings from 2022-23 required a Higher Education qualification (like a Bachelor's Degree or Higher Apprenticeship).</p> <p>#NavigatingFutures</p>
Green/Net Zero	 <p>The infographic has a green background with a white grid. At the top, it says 'Green/Net Zero; Top Specialised Skills'. Below this, three skills are listed with icons: 'Renewable Energy' with a leaf icon, 'Auditing' with a scale icon, and 'Project Management' with a document icon. At the bottom, there are logos for HEY, Hull & East Yorkshire CAREERS HUB, CAREERS & ENTERPRISE COMPANY, and Navigating Futures.</p>	<p>There are some of the top Specialised Skills needed for a Green career! You can gain these skills through relevant qualifications or work experience.</p> <p>#NavigatingFutures</p>
Health & Social Care	 <p>The infographic features a photograph of a woman and a man in a professional setting. Below the photo, the text reads 'Health & Social Care: Providing care related to physical/mental health or disability.' At the bottom, there are logos for HEY, Hull & East Yorkshire CAREERS HUB, CAREERS & ENTERPRISE COMPANY, and Navigating Futures.</p>	<p>Health & Social Care is an important part of any community, and a huge employer.</p> <p>In Hull & East Yorkshire, 37,000 people work in Health & Social Care!</p> <p>#NavigatingFutures</p>

Topic/Event	Graphic	Caption
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Health & Social Care



The NHS isn't the only Health & Social Care employer! You could work for your local council or a private local healthcare provider.

#NavigatingFutures

Health & Social Care



There are a range of career options in the Health & Social Care sector!

You could earn an average of £23,900 per year.

#NavigatingFutures


Health & Social Care



Health & Social Care employers look for strong communication, planning and management skills, which you're already building at school!

Have a think about your strengths and areas you could improve, then make a plan to get started.

#NavigatingFutures

Topic/Event	Graphic	Caption
Manufacturing		<p>Manufacturing is the largest industry in Hull & East Yorkshire, with 43,000 jobs!</p> <p>Manufacturing employees can earn an average of £26,400 per year in our region. Employers include Swift Group, Siemens, Crown Paints and Cranswick.</p> <p>#NavigatingFutures</p>
Manufacturing		<p>Swift is the UK's largest caravan and motorhome manufacturer.</p> <p>The first Swift caravan was built in Hull in 1964. The company now has over 1,300 employees and a turnover of over £300 million!</p> <p>#NavigatingFutures</p>
Manufacturing		<p>Wienerberger is one of the world's largest producers of bricks and roof tiles.</p> <p>It has recently invested £30 MILLION in its Broomfleet roof tile factory to reduce carbon emissions by 75%!</p> <p>#NavigatingFutures</p>

Topic/Event	Graphic	Caption
Manufacturing	 <p>The infographic features a teal background with a factory scene. At the top left is a logo with a stylized 'd' and a leaf. The main text reads 'Green/Net Zero: Average Salary' followed by '£44,900 PER YEAR' in large, bold letters. At the bottom, there are logos for 'HEY Hull and East Yorkshire Local Enterprise Partnership', 'Hull & East Yorkshire CAREERS HUB', 'CAREERS & ENTERPRISE COMPANY', and 'Navigating Futures'.</p>	<p>22% of local Manufacturing job postings in 2022-23 required a degree or equivalent. Through a Higher Education qualification, you can gain the Specialised Skills employers are looking for!</p> <p>#NavigatingFutures</p>

Template Graphics

We've also provided a set of template graphics that you can customise with your own text! [You can find them here.](#)

How to use the templates:

- You will need a Canva account (create one for free at canva.com).
- Follow the link to the Navigating Futures templates above and select 'Use template'.
- To edit the text, simply type in the textbox provided.

Please ensure the text remains in the font...

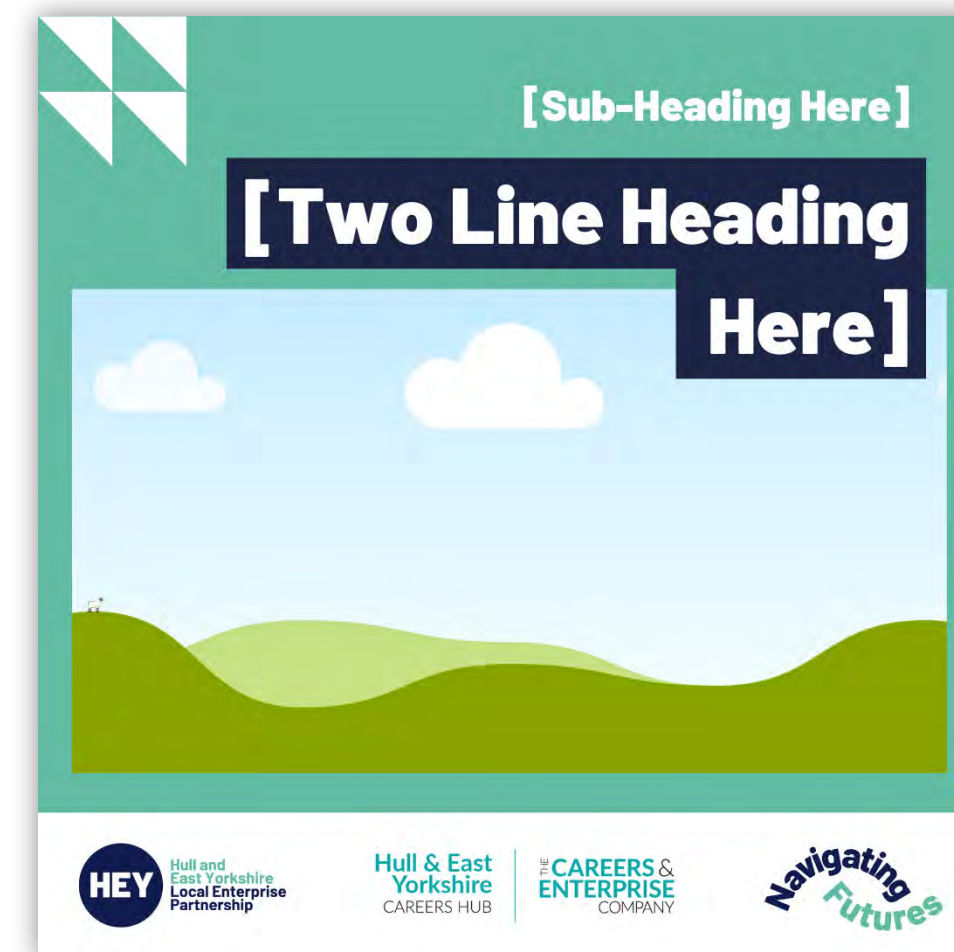
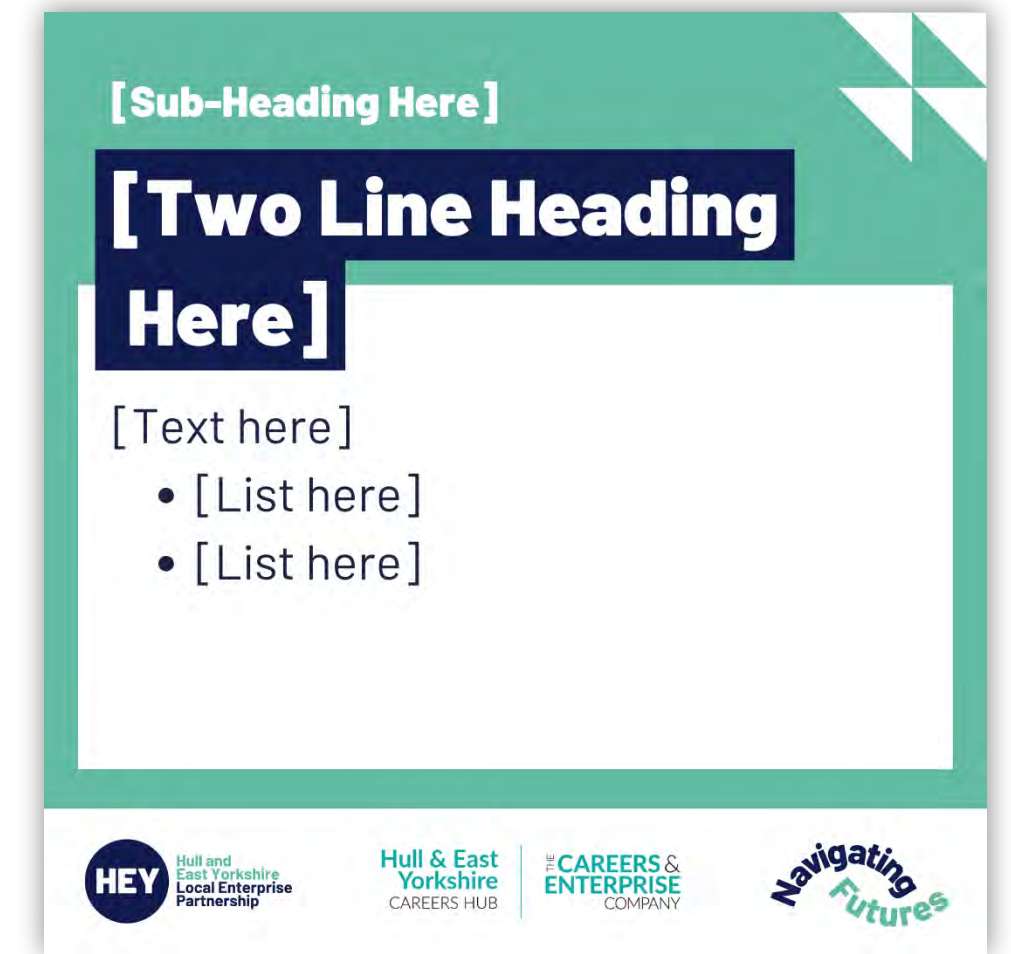
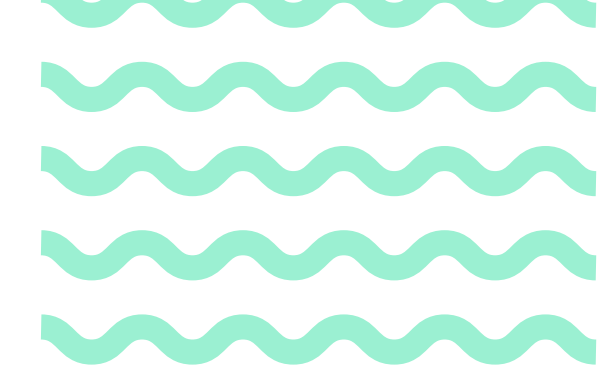
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Headline

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When you're happy with your graphic, select '**Share**' in the top right corner and '**Download**'. Select JPG as your file type, then click '**Download**'.





Posting Tips

#NCW2024

If you're posting about an event, use the official hashtag to boost visibility (e.g. #NCW2024).

@MENTION

If your post mentions an employer, tag them in the caption to help with engagement.



POST

Spread your posts out (ideally 2-5 per week).

@hey_lep

Tag HEY LEP and use #NavigatingFutures so we can see and share your posts!

Parent Text Messages

Here you'll find some suggested text messages you can send to parents throughout the year!

[Download here.](#)

NAVIGATING FUTURES

Want to help your child navigate their future? We'll be sharing insights into Hull and East Yorkshire's labour market to support students to make informed decisions about their next steps!

For example... Did you know that **MANUFACTURING, RETAIL and HEALTH & SOCIAL CARE** are the 3 biggest industries in our region?

Follow us on social media and search **#NavigatingFutures** to find out more!

NAVIGATING FUTURES: NATIONAL CAREERS WEEK

Want to learn more about employment and skills in Hull & East Yorkshire this National Careers Week? Visit skillshullandeastyorkshire.co.uk/

NAVIGATING FUTURES: GREEN CAREERS WEEK

Being 'greener' is a top priority for employers. The average salary for green job postings in 2022/23 was £44,900 per year.

Young people can start getting ready for a green career by developing skills such as **COMMUNICATION, MANAGEMENT, PROBLEM-SOLVING and LEADERSHIP.**

NAVIGATING FUTURES: NATIONAL APPRENTICESHIP WEEK

In 2022/23, 31,550 people started apprenticeships in Yorkshire & the Humber. An apprenticeship is a fantastic way to gain hands-on experience, work towards a qualification and earn a wage at the same time.

Have a look at the kinds of apprenticeships that are available: gov.uk/apply-apprenticeship

NAVIGATING FUTURES: ALL ABOUT YOUR CHILD!

Start careers conversations by prompting your child to talk about themselves! Some suggested questions:

1. What's the most important thing to you right now?
2. What are your long-term goals?
3. What are your strengths?
4. What do you enjoy doing?
5. What do you look forward to most each day?

NAVIGATING FUTURES: LEARNING & STUDYING

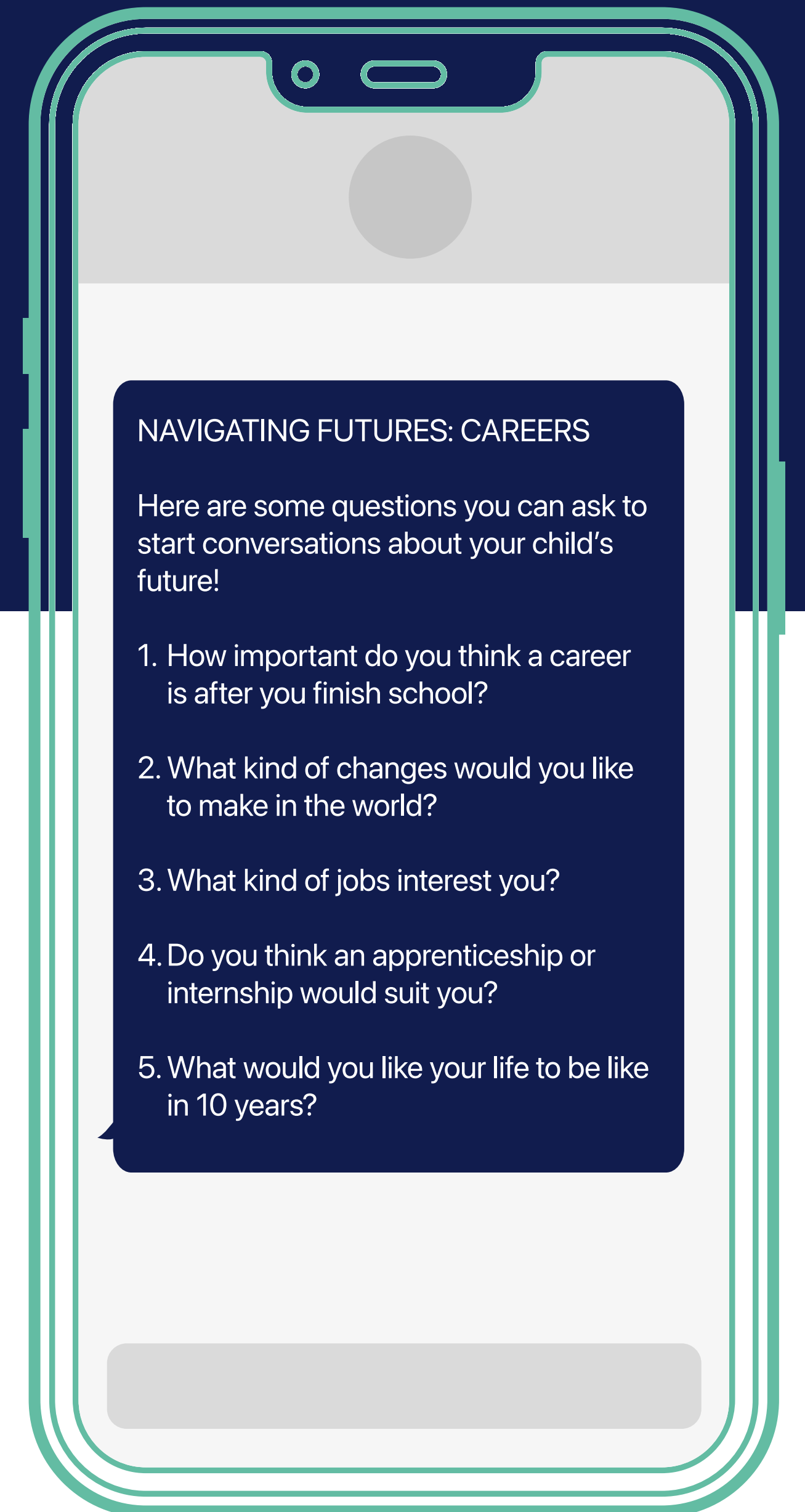
Talking about careers can feel daunting. Start by talking about education and then start thinking about the big picture!

1. How do you prefer to learn?
2. How do you remember information? (e.g. when you're revising)
3. What's your favourite subject?
4. What skills do you think you've gained at school?

NAVIGATING FUTURES: CAREERS

Here are some questions you can ask to start conversations about your child's future!

1. How important do you think a career is after you finish school?
2. What kind of changes would you like to make in the world?
3. What kind of jobs interest you?
4. Do you think an apprenticeship or internship would suit you?
5. What would you like your life to be like in 10 years?



Newsletter Text

Here's some text you can include in school newsletters to tell parents/carers and students about the LMI information available to them.

Navigating Futures

Navigating Futures is a programme run by the Hull and East Yorkshire Local Enterprise Partnership (HEY LEP) all about essential Labour Market Information (LMI).

LMI gives us insights into current employment trends, in-demand skills and jobs of the future. That means it's really useful when it comes to thinking about your next steps in education or employment!

Throughout the year, we'll be sharing key Navigating Futures materials on our social media channels to make sure you're informed about the opportunities in our region.

Search #NavigatingFutures on X, Facebook or Instagram to find out more!