

Careers information on the school's website

The key audience for careers information on the school website will be the parents/carers of pupils, and sometimes the pupils themselves.

In approaching your website try not to think of it as simply uploading up your programme and 'ticking it off your list'. The website is a key tool which when used properly can enable engagement with parents and other stakeholders in the community. For example, you may wish to consider including the link to your 'Career' section on the parents sections of the website or when informing, engaging or asking for feedback from parents about your Career programme and activities through social media and newsletters.

Things to consider including:

1. The name of the Careers Lead in school and an explanation of your schools' approach to career related learning. Perhaps include a way of contacting the Career Lead.
2. A short outline about why your school is committed to career related learning and what you aim to do with your programme
3. The learning outcomes and briefly what is on offer for each year group or key stages and when it will take place (eg through PHSE lessons, Careers Days, assemblies, visits)
4. How you will measure the impact on children, perhaps a statement of how you will use an annual survey for all children to articulate their aspirations.
5. Policy or programme could then be added via a link if you feel it would be helpful for parents.
6. Links to the school (s) you normally feed into
7. Some useful websites, mainly for parents to support their child but also for themselves. A short explanation of each website would be useful.

Some of the key websites to consider including links to are shown below:

[North East Ambition](#) – this is a website supporting schools to deliver Careers Related Learning in the North East and you may be interested in exploring their **[Labour Market Information Toolkit](#)** about key job sectors in the region

[National Careers Service](#) – a comprehensive careers website with **job profiles**, outlining: the skills required, main tasks, pay levels and career prospects for hundreds of different jobs. In addition, valuable guidance on the different stages involved in getting a job.

[Careers and Enterprise Company](#) – Compiled Nationally by the organisation that supports all secondary schools and colleges with their work within careers, this is a link to information and resources about career related learning at Primary School level.

[iCould](#) – helpful videos about a wide range of job roles

[BBC Bitesize](#) – this is an A-Z of different careers and jobs to explore