



Department  
for Education

# Campaign Toolkit





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# Be part of something Big

**Welcome to the new 'Do something Big' early years and childcare workforce recruitment campaign.**

There are currently over 347,000 people working in early years and childcare, supporting childrens' learning and development to ensure that they have a strong foundation to thrive. The work they do is vital, not just for children but for their families and wider society.

As demand for childcare is expected to grow, this three year campaign from the Department for Education aims to boost interest in the sector, challenge preconceptions, and support recruitment into early years and childcare roles. It will...

- Encourage people to find out how unique and rewarding working in early years and childcare can be
- Help them take steps to start their own early years and childcare career, for example by applying for a job or an apprenticeship
- Provide information on training and qualifications
- Explain what you need to do if you want to become a childminder
- Raise the status of early years and childcare professionals by highlighting the impact they have

**We'd appreciate your help to get more talented people to work in early years and childcare, and this toolkit provides you with information and assets from the campaign which you can use to support your recruitment activity.**

**Download assets from the campaign [HERE](#) and learn about our messages in this toolkit.**

Thank you for supporting this campaign and for being part of something Big.



# How to get involved

This campaign is an opportunity to have a shared and unifying voice across early years and childcare, showing the country that working with small children is a big deal.

Download assets [HERE](#), and help us get the message out there by:

- Using the campaign's key messages and assets in your job adverts
- Using the campaign content across your social media, website and newsletters
- Including the hashtag **#DoSomethingBig** in your social media posts
- Advertising your vacancies on [Find a Job](#), which is where the campaign website will point jobseekers (more information and 'how to' resources on slide 15)
- Talking to your local college or training provider about offering apprenticeships and other approved early years qualifications
- Linking to the new campaign [website](#) from your website
- Emailing us at [earlyyears.careers@education.gov.uk](mailto:earlyyears.careers@education.gov.uk) if you have case studies that could be featured the campaign



# What we're doing

While we encourage recruitment from all demographics, this recruitment campaign has been designed to appeal to three main **audiences**:

- 1.Young people aged 16-18 considering their career options
- 2.Parents of school aged children either considering returning to work or changing careers
- 3.People aged 50-59 who maybe aren't working and considering a new job

The first burst of this England wide campaign will run through February and March 2024, followed by a second burst in the summer. The campaign will be across a range of channels including:

**Online  
Digital  
Adverts**

**Radio**

**TV and TV On  
Demand**

**Digital Audio**  
(podcast, radio,  
gaming)

**Social Media**  
(Facebook,  
Instagram,  
Snapchat)

**On street  
billboards  
and across  
the rail  
network**



# What we're saying

We are using some key messages that show the benefits of starting a career in the sector and should appeal to a broad range of people. Feel free to use or adapt these messages for your social media posts or job adverts.

## Primary Message:

Take your first step towards doing something big, today. **Search early years careers** and find out how you can work with small children.

## Supporting messages

Every day is different and offers the chance to use your creativity and imagination to help little minds make big leaps forward.

Make a real difference that lasts by helping small children learn through play and exploration.

Share their joy as they achieve something new and celebrate every success with your team.

Flexible hours, on-the-job training, local roles and potential to progress mean personal and professional satisfaction. Or work for yourself from home as a childminder.



# How're we're saying it, and to who

Research with a vast range of providers and the prospective workforce helped us to identify key reasons to consider working in the sector.

You can use the information to help you reach out to different audiences:

## Young People

- Motivated by variety (no two days are the same)
- Want to make a positive impact and a difference
- Concerned about having lots of responsibility especially around safeguarding, so good to stress they are part of a team
- Want to know they can progress
- Keen to develop transferable skills (they don't want to get pigeonholed)

## Parents

- Feel they understand what the job entails
- Motivated to have a positive impact
- Motivated by flexible/part-time/term-time working
- Those returning to work are drawn to the combination of 'fun' and 'rewarding'
- May be more open to training than to apprenticeships

## Aged 50+

- Motivated by jobs that they perceive as being 'less stressful'
- Motivated by a sense of fun and seeing children develop
- Likely to be interested in flexible or part-time hours
- Not considering training, so entry level roles may be more suitable
- Some concerns about the energy needed so it's good to stress teamwork

# Campaign Materials





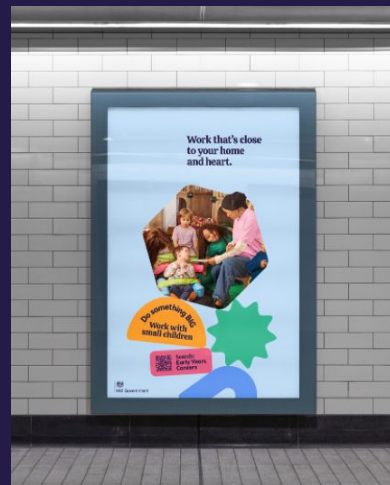
# What to look out for

We have developed our messages to encourage our audiences to consider an early years and childcare career.

People will be able to find our campaign on TV, online, on their radios and while they travel.

Some of the assets are available for you to download and use to support your own activity - the next few slides show some of the work and provide links to available assets.

Download assets [HERE](#).

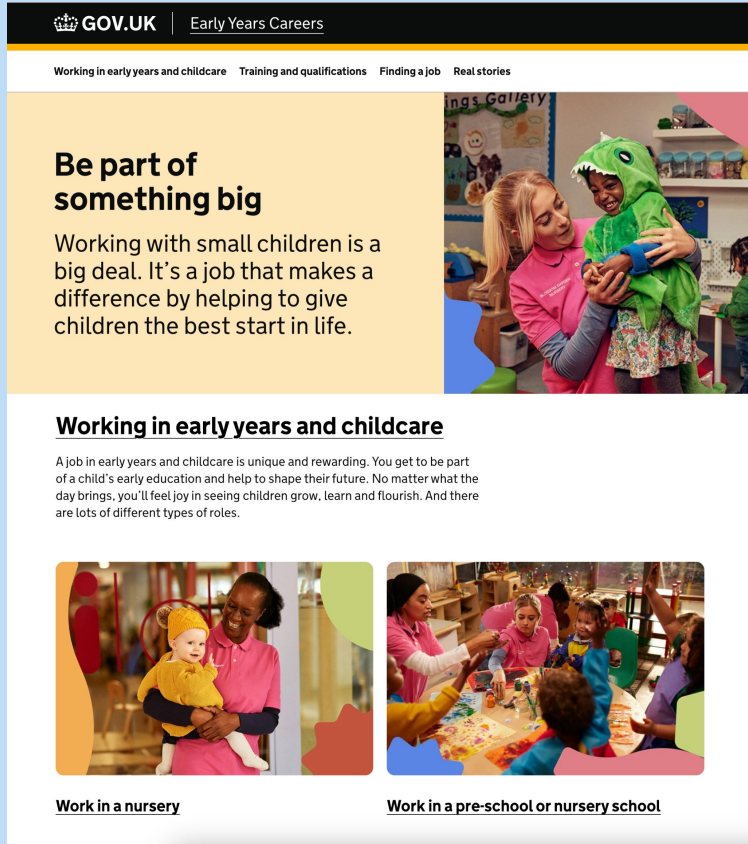


# Website

All of the advertising will use a clear call-to-action to 'Search early years careers' to encourage visits to the new dedicated website [earlyyears Careers.campaign.gov.uk](https://earlyyears Careers.campaign.gov.uk).

The website holds lots of useful information about different roles in nurseries, pre-schools, wraparound care and how to become a childminder. There is also information about training and qualifications and several stories from people who are already doing something big by working with small children.

The site links directly to the Department for Work and Pensions (DWP) free 'Find a job' vacancy platform where there are thousands of job adverts for potential applicants to consider.



The screenshot shows the GOV.UK Early Years Careers website. At the top, there is a navigation bar with the GOV.UK logo and the text 'Early Years Careers'. Below this, there are several menu items: 'Working in early years and childcare', 'Training and qualifications', 'Finding a job', and 'Real stories'. The main content area features a large yellow box with the heading 'Be part of something big' and a sub-heading 'Working with small children is a big deal. It's a job that makes a difference by helping to give children the best start in life.' To the right of this text is a photograph of a woman in a pink uniform holding a child in a green dinosaur costume. Below this is another section titled 'Working in early years and childcare' with a sub-heading 'A job in early years and childcare is unique and rewarding. You get to be part of a child's early education and help to shape their future. No matter what the day brings, you'll feel joy in seeing children grow, learn and flourish. And there are lots of different types of roles.' This section is followed by two smaller photographs: one of a woman holding a baby and another of a group of children and adults at a table. Below each photograph is a caption: 'Work in a nursery' and 'Work in a pre-school or nursery school'.

**GOV.UK** | Early Years Careers

Working in early years and childcare Training and qualifications Finding a job Real stories

## Be part of something big

Working with small children is a big deal. It's a job that makes a difference by helping to give children the best start in life.

### Working in early years and childcare

A job in early years and childcare is unique and rewarding. You get to be part of a child's early education and help to shape their future. No matter what the day brings, you'll feel joy in seeing children grow, learn and flourish. And there are lots of different types of roles.

**Work in a nursery**

**Work in a pre-school or nursery school**

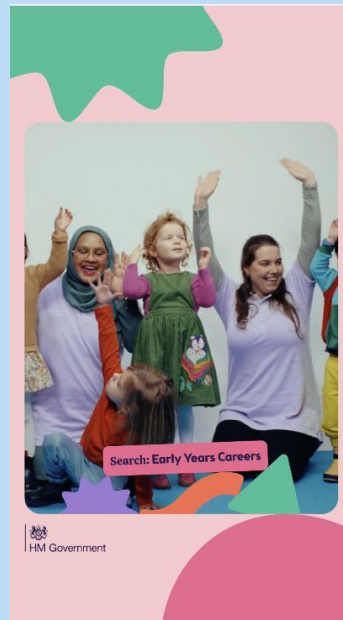
# TV & Social Adverts



Watch and share the full video from this [LINK](#)



Download the 6  
second social  
video  
from this [LINK](#)



Download the 15  
second social  
video  
from this [LINK](#)

# Social Statics

This image was used at launch to raise awareness of the campaign. More images will be released as the campaign progresses.

Supporting social media message:

Do Something Big  
Work with small children

Calling bright minds, big hearts, builders of trust and wobbly towers, who know that every little thing makes a big difference



Download [HERE](#) to use in your own posts



# Additional Activities



# Guide to advertising vacancies via DWP's 'Find a Job'

## How to create an employer account

1. Go to [DWP Find a Job](#) and click the 'employers' button, along the top.
2. Click 'create account'.
3. Enter your email address and create a password.
4. Click 'create account'.
5. Click the link in your verification email – make sure to check your junk folder.
6. Fill in your company details, we recommend that you select '**Education**' as your company type. To help with the verification process, include as much information as possible under the 'Additional company information' section, such as your website and Companies House registration details.
7. Click 'create company'.
8. Wait for DWP to approve your account. This usually takes one working day.

If any of these steps are unclear, visit [employer help and advice](#).

## How to post a job

1. Go to DWP Find a Job and click the 'employers' button, along the top.
2. Sign in to your account.
3. Select your company.
4. Click 'post job'.
5. Fill in each box with the relevant job details. You should:
  - Use the term '**early years**' in the job title.
  - Select '**Education jobs**' for the job category
6. Click 'post job', at the bottom of the page.

Your job vacancy will be live for 30 days. To extend this period, you must re-post the vacancy. If these steps are unclear, visit [employer help and advice](#).

# Other Activities

## Advertise your apprenticeships for free

You can advertise your apprenticeships for free and access all the information on [gov.uk](https://www.gov.uk) about how to create an apprenticeship advert.

## Let parents know what childcare support they can access

The government also run a campaign called [Childcare Choices](#) that aims to make parents aware of the financial support on offer to help them with the costs of childcare. The [Childcare Choices campaign toolkit](#) includes information and resources to help you communicate the existing childcare offers and the expansion of early education entitlements starting in April.

We appreciate the time you have taken to engage with our campaign. We hope this will help you continue to promote and recruit into the early years and childcare workforce.

Please get in touch with any feedback you have on this toolkit and let us know how you are using the assets provided at [earlyyears.careers@education.gov.uk](mailto:earlyyears.careers@education.gov.uk)

We'd love to see and share the 'Do Something BIG, work with small children' activity that you post on your channels. Please tag the DfE across any social media using the following handles:

 [@educationgovuk](https://twitter.com/educationgovuk)  [@educationgovuk](https://www.facebook.com/educationgovuk)  [@educationgovuk](https://www.instagram.com/educationgovuk)  [uk-department-for-education](https://www.linkedin.com/company/uk-department-for-education)

As well as including the **#DoSomethingBig** hashtag







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# Thank you

