

Hospitality Apprenticeships Week 2021

Social media toolkit



Hospitality Apprenticeships Week

18th – 22nd October 2021

The hospitality sector is delighted to launch Hospitality Apprenticeships Week 2021! Running from Monday 18th to Friday 22nd October, the week aims to provide a fresh opportunity to celebrate apprenticeships in the sector. Hospitality Apprenticeships Week will bring the whole hospitality community together to showcase the positive differences that apprenticeships can make to individuals, promoting our sector as a viable and exciting career route and showing that a career in hospitality is #MoreThanAJob.

The hospitality industry has had a challenging 18 months and we are finally starting to get back on the road to recovery. Whilst the pandemic showed some vulnerabilities of the sector, it also highlighted how resilient and committed we are during times of crisis by coming together to support our communities.

As far as talent goes, we are currently in a perfect storm - feeling the impact of Brexit, the pandemic and furlough. However, this creates an exciting opportunity for apprenticeships to shape the future of the industry. Coupled with this, the government's Tourism Sector Deal will support the creation of an additional 10,000 apprenticeships for people building careers in the tourism and hospitality sectors. This highlights the essential role apprenticeships will play in the short- and long-term future of hospitality.

In terms of the age profile of our apprentices, as an industry we currently go against the wider trend. Compared to other sectors, a significant number of people aged 24 and over are on an apprenticeship scheme in hospitality with fewer from the 16-18 age group. This provides an opportunity for the hospitality sector to come together and engage more with school and college leavers to offer hospitality as an exciting career choice. In doing this, we hope to highlight the vast career opportunities for younger generations and make waves to not only reduce the skills gap but also build the workforce of tomorrow.

The aims of Hospitality Apprenticeships Week

Our core aim is to showcase the career opportunities in hospitality to 16-24 year-olds – many of which will possibly be reassessing their options after receiving their exam results or ready to make a career move. The week will also encourage more employers in the hospitality sector to offer apprenticeships and recruit at entry level, straight from FE/HE.

Our three goals are:

- **Educate** – show what a hospitality apprenticeship looks like and highlight the diverse career pathways available through apprenticeships (with the intention of more 16-24 year olds recognising hospitality as a career choice).
- **Engage** – help the younger generation to understand what the hospitality sector has to offer and the significant and exciting career opportunities open to them (more 16-24 year olds seeing hospitality as a promising and fruitful career choice).
- **Employ** – share job opportunities and encourage more people to start apprenticeships in the sector (more 16-24 year olds coming into the industry, either direct from FE/HE or moving from a part-time role and making the decision to join full-time as an apprentice).

The week

During campaign week, the majority of activity will be driven through social media with links to a new 'Hub' page on the Careerscope website.

- There will be a theme for each day:
 - Monday** - Hospitality and apprenticeships - busting the myths
 - Tuesday** - Hospitality job roles: chef
 - Wednesday** - Hospitality job roles: front of house (food and drinks service, reception, housekeeping, and conference and events)
 - Thursday** - Hospitality job roles: supervisors and management
 - Friday** – Join us: be part of our team
- Each day, stakeholders will be asked to get involved by sharing their apprenticeship programmes using their own ambassadors. Below we have provided some suggested content to utilise to help highlight the variety of incredible apprenticeship pathways.
- Alongside the social media activity, we will also use the '[Hub](#)' to showcase the stories of real-life apprentices in the sector and drive traffic to the dedicated hospitality apprenticeships jobs board.

Supporting Hashtag:

[#MoreThanAJob](#)

Please click [here](#) to find the additional collateral which can be used to support the campaign.

Example social media posts

Date	Content
<p>3 weeks before Hospitality Apprenticeships Week</p> <p>Share this post alongside the supporters logo and profile badge</p>	<p>At [company name], we're proud to be supporting Hospitality Apprenticeships Week taking place between 18th and 22nd October 2021. During the week we'll be highlighting the fantastic career opportunities within hospitality – don't miss out!</p> <p>#MoreThanAJob</p>
<p>1 week before Hospitality Apprenticeships Week</p> <p>Share this post alongside the supporters logo and profile badge</p>	<p>We can't wait for Hospitality Apprenticeships Week 2021 next week! Each day we'll be celebrating the varied and exciting career opportunities available through hospitality apprenticeships.</p> <p>#MoreThanAJob</p>
<p>Monday- Hospitality and apprenticeships - myth busting</p> <p>Share these posts alongside the images we have created for you in the toolkit.</p>	<p>Did you know that the hospitality industry is the 3rd largest sector employing over 3million people? Join the hospitality family and kick start your career with an apprenticeship! www.careerscope.uk.net/apprenticeships #MoreThanAJob</p>
	<p>On average, apprentices earn up to £7k per year more in their twenties than graduates?!</p> <p>Get your foot on the career ladder with an apprenticeship in hospitality! Find out more: www.careerscope.uk.net/apprenticeships #MoreThanAJob</p>
	<p>There are loads of entry-level opportunities within the hospitality sector. You could start earning your stripes with a Level 2 apprenticeship and work your way right up to a Level 7 - equivalent to a Master's Degree! Kickstart your hospitality career here: www.careerscope.uk.net/apprenticeships #MoreThanAJob</p>

	<p>Hospitality is a global industry meaning your job could take you anywhere in the world!</p> <p>Take the first step towards your career in hospitality here: www.careerscope.uk.net/apprenticeships</p> <p>#MoreThanAJob</p> <hr/> <p>What is #Hospitality? For us, it's all about making people happy and going that extra mile!</p> <p>Take the first step towards your career in hospitality here: www.careerscope.uk.net/apprenticeships</p> <p>#MoreThanAJob</p>
<p>Tuesday- Hospitality job roles: Chef</p>	<p>It's Hospitality Apprenticeships Week!</p> <p>Today we're hearing from our XXX who's working towards their Level X XXXX apprenticeship about what they love about their job!</p> <p>"I love working as a chef at XXXX. When I first started my apprenticeship I was welcomed with open arms and instantly became part of the family. I've learnt lots of valuable skills such as bakery, butchery and dough-making. I've developed my self-belief and communication skills which has improved my self-confidence. The apprenticeship has exceeded my expectations. I am #MoreThanAChef."</p> <p>#MoreThanAJob</p>
<p>Wednesday- Hospitality job roles: Front of house</p> <p>You can use our Hospitality Apprenticeships Week frame when posting images and/or quotes</p>	<p>This Hospitality Apprenticeships Week we're celebrating hospitality apprentices and hearing why their role is much more than their job title.</p> <p>Here is XXX working towards their Level XX XXX apprenticeship talking about how their role means they're #MoreThanAReceptionist.</p> <p>"My role is so much more than just being a receptionist - I'm a problem solver and the first impression for our guests. Since starting at XXXX, I've met so many people and developed amazing relationships. I now feel I have a toolkit of skills to draw on, like improving my organisational skills, which have improved all areas of my life. I really enjoy the process of learning whilst I work. I would recommend an apprenticeship in hospitality to anyone."</p> <p>#MoreThanAJob</p>

<p>Thursday- Hospitality job roles: Supervisors and management</p>	<p>Today we're speaking to our hospitality apprentices in management roles for Hospitality Apprenticeships Week!</p> <p>Here is XXX working towards their Level XX XXX apprenticeship talking about how their role means they're #MoreThanAManager.</p> <p>"Apprenticeships are often thought to be for younger people at the beginning of their career, but this is certainly not the case! I've been climbing the career ladder for a number of years, but felt I had a few gaps in my skillset when I became a manager. Since starting my apprenticeship, I've enjoyed improving my management style and supporting my team to achieve their career goals too. I'm proud to be a successful hospitality manager – thanks to my apprenticeship!"</p> <p>#MoreThanAJob</p>
<p>Friday - Join us: be part of our team</p>	<p>Working in hospitality is all about creating memories, making great friends and having fun.</p> <p>That's why our team love their career!</p> <p>#MoreThanAJob</p> <hr/> <p>Fantastic #hospitality #apprenticeship opportunities here at [insert company name]! We can't wait for you to be part of our hospitality family. Apply today >>> [insert web link to view your apprenticeship opportunities]</p> <p>#MoreThanAJob</p>