

# Hospitality Apprenticeships Week 2021 Employer and Stakeholder Support Guide



## Overview

We are delighted to launch Hospitality Apprenticeships Week 2021 taking place between 18<sup>th</sup> and 22<sup>nd</sup> October 2021. This year's event provides a fresh opportunity to celebrate apprenticeships in the sector and bring the whole hospitality community together to showcase the unique and diverse career pathways that our fantastic and exciting sector offers. The week will seek to challenge the misconceptions linked to careers in hospitality and how working in hospitality is '#MoreThanAJob'.

We'd love your support during the week to showcase the great work you're doing with apprentices in the hospitality sector and to spotlight some of your talented team members.

## How to get involved

During the Hospitality Apprenticeships Week, all activity will be driven through social media and we want you all to be involved! Please make sure you use the following supporting social media hashtag:

[#MoreThanAJob](#)

Always try to include an image or video with your social media posts as it makes it more engaging.

## 1 – Share our Logo

Before and during Hospitality Apprenticeships Week, please post the Hospitality Apprenticeships Week logo along with an update pledging your support for the week by including the hashtag **#MoreThanAJob**.

You can also add the logo to your company, personal and professional social profile images.

You will find the visual asset you need in our Hospitality Apprenticeships Week Resource Hub – click [here](#).

## 2 – Show everyone that hospitality is #MoreThanAJob to educate and inspire

There will be a different theme each day during Hospitality Apprenticeships Week showcasing hospitality apprenticeships and the different career pathways available. This will give you the opportunity to show off your own brand and apprenticeship vacancies currently available in your business.

### Monday - Hospitality and apprenticeships - busting the myths

For day one of Hospitality Apprenticeships Week, we would like you to share some facts about the hospitality industry, dispelling myths and showing why this is such a great sector to work in!

To get you started, here are a few social post examples (more available in our toolkit):

- Did you know that the hospitality industry is the 3rd largest sector in the UK employing over 3million people?  
#MoreThanAJob
- On average, apprentices earn up to £7k more in their twenties than graduates! Find out more about #apprenticeships in hospitality  
[www.careerscope.uk.net/apprenticeships](http://www.careerscope.uk.net/apprenticeships)  
#MoreThanAJob
- Hospitality is a global industry so you can work anywhere in the world! Find your career here [www.careerscope.uk.net/apprenticeships](http://www.careerscope.uk.net/apprenticeships)  
#MoreThanAJob

### Tuesday – Hospitality job roles: chef

This is where we would like to see and hear from your chef apprentices! This is their chance to offer an apprentice's view on why their role is #MoreThanAJob and what their apprenticeship has enabled them to achieve.

You could share short video clips of your chef/s describing why they love their apprenticeship or a short quote from them about their experience.

You could help them know what to say by asking them questions like:

- What is their role?
- Why do they enjoy their job?
- What have they learnt?
- What have they achieved?

### **Wednesday - Hospitality job roles: front of house (food and drinks service, reception, housekeeping, and conference and events)**

Your front of house apprentices cover a variety of different areas within your operation and we want to hear from as many as possible! This is their chance to offer an apprentice's view on why their role is **#MoreThanAJob** and what their apprenticeship has enabled them to achieve.

You could share short video clips of your front of house colleagues describing why they love their apprenticeship or a short quote from them about their experience. You could help them know what to say by asking them questions like:

- What is their role?
- Why do they enjoy their job?
- What have they learnt?
- What have they achieved?

### **Thursday - Hospitality job roles: supervisors and management**

We would like to see and hear from management and leadership apprentices of all ages! This is their chance to offer an apprentice's view on why their role is **#MoreThanAJob** and what their apprenticeship has enabled them to achieve.

You could share short video clips of your manager/s describing why they love their apprenticeship or a short quote from them about their experience. You could help them know what to say by asking them questions like:

- What is their role?
- Why do they enjoy their job?
- What have they learnt?
- What have they achieved?

### **Friday - Join us: be part of our team**

The hospitality industry is all about making great memories with great teams. We want you to share pictures and videos of your teams having fun, and working together. You could share individual pictures, or maybe even make a video montage or story – you can get your teams to share it on their own social media too!

## 3 - Bring your apprentices' stories to life across social channels

There are lots of ways to do this! We've included a few suggestions below so you can start planning. Feel free to pick the one or two that suit you most – or create your own!

Tell your followers why hospitality is **#MoreThanAJob**. Whether it's creating a special moment, giving your guests a new experience or creating a lasting memory, people who work in hospitality do so much more than what their job role suggests!

For example a chef doesn't just create or produce food they are also a nutritionist, allergen expert, mentor, designer, and the hero of an event when it comes to a customer's culinary experience.

Celebrate success by showing off apprentices who have progressed in their career after completing an apprenticeship. You could ask apprentices to explain the reasons why they love working in the hospitality industry and share their answers as a video clip or quote.

**Social media takeover** – Allow an apprentice (one a day / five across the week) to take over the company Twitter, Facebook or Instagram feed! They can post images, videos and updates throughout their day as an apprentice.

**Website blog** – Encourage your apprentice(s) to work with your marketing team to create a blog post about their experience as an apprentice for your website.

Don't forget to use the following supporting social media hashtag:

**#MoreThanAJob**

**And remember we want you to promote your own apprenticeship opportunities throughout the week!**