

SEE IT BE IT

IN SHEFFIELD



BACKGROUND AND PROJECT PURPOSE

See It Be It in Sheffield is a collection of video 'virtual encounters' with employers that will be hosted on the [YouTube channel of the same name](#). It is a collaboration between Sheffield City Council, our Enterprise Adviser Network and local employers, created to raise careers awareness and aspiration for the local labour market aimed at young people across the city.

The videos each provide a short employer encounter from a local person aged **16-30** who will introduce themselves, outline the journey to their role, explain what they like about their role and what motivates them, give a short summary of the labour market in their sector and finally set a short task/question for young people to consider. It is intended that these videos will be 'conversation starters', posing a question that can be considered by viewers and discussed with their tutors/ peer groups/ parents.

We are particularly keen to feature videos of individuals from diverse backgrounds, who are in non-traditional roles, or who have faced significant barriers or challenges (e.g. disabilities, learning difficulties or experiences of non-mainstream education) - after all, our viewers need to see *it* if they are to *be it*!

HOW THE VIDEOS WILL BE USED

We have chosen **YouTube** as the platform as it is accessible from a variety of devices and is easy to share across different media platforms. This means young people can view them at the time(s) suited them and in a way they see fit. They can also be easily shared in schools within form time and taken away to view at home. Videos will also be shared with partner organisations to use across their networks of young people to inspire the future workforce.

WHY VOLUNTEER?

- A chance to give back as a business to your local community.
- Contribute to building the talent pipeline for your industry.
- Change, adapt and challenge industry stereotypes.
- Encourage young people to develop specific skills to close industry skill gaps.
- Attract young, passionate people to your industry.
- Increase diversity in your organisation.

SETTING A TASK FOR YOUNG PEOPLE

It is important to ensure that employer encounters and experiences of workplaces are meaningful and prompt further consideration and conversation from young people. This is why the last point within our guidance sheet below asks you to set a short task/ question.

To give you some inspiration here are some tasks/ questions that have been set in previous videos:

- I would like you to consider what other job roles I may directly work with in order to do my job effectively.
- There are many types of law you may not have considered, like sports law. I would like you to go away and research a type of law you didn't know existed and find out what this entails.
- I have discussed many routes into my role, consider which route you would take if you were to enter this field of work (college, apprenticeship, traineeship, university etc.)

HOW TO GET INVOLVED

If you are interested in contributing a video to See it Be it in Sheffield please get in touch by emailing:
seeitbeit@lifelonglearningandskills.org

No advanced filming equipment is needed to contribute, all videos we have received have been filmed on either a laptop or mobile phone in landscape orientation. The only requirements we do have is that you work within Sheffield and are ideally aged 16-30. We expect videos to be around 5 minutes long.

Please see the guidance sheet below which outlines what we would like volunteers to cover when recording a video. Within the skills section of the video we would appreciate it if volunteers made reference to one or two skills from the [Skills Builder Partnership](#) listed below:

Listening
Speaking
Problem Solving
Creativity
Staying Positive
Aiming High
Leadership
Teamwork

Videos are then edited into sections with our See it Be it branding, uploaded to our YouTube channel and shared across our schools and networks.

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A guide for employers and employees aged 16-30 creating a 5 minute informational video for young people across Sheffield to inspire and shape the future workforce.

View this guidance in video format [here](#).

1

INTRODUCTION TO YOURSELF AND YOUR COMPANY

2

OUTLINE THE JOURNEY TO YOUR ROLE (EDUCATION AND PREVIOUS ROLES)

If you have faced significant barriers or challenges on your journey and are happy to share these, please do so here

3

WHAT DO YOU LIKE ABOUT YOUR ROLE AND WHAT MOTIVATES YOU TO DO THIS ROLE?

4

WHAT SKILLS OR QUALITIES DOES YOUR JOB REQUIRE?

Refer to a couple of the skills from the Skills Builder Partnership - www.skillsbuilder.org

5

WHAT IS THE LABOUR MARKET IN THE SECTOR LIKE?

6

SET A SHORT QUESTION OR TASK FOR PEOPLE TO CONSIDER

WHEN COMPLETE OR IF YOU HAVE ANY QUESTIONS PLEASE EMAIL:

SEEITBEIT@LIFELONGLEARNINGANDSKILLS.ORG

Please note this video will be published on YouTube.