



# Employer Engagement Provider Support

Navigating the available tools  
& resources

## Tools & Resources for Providers

A suite of practical tools and resources has been developed to support T Level Providers to plan, design and deliver employer engagement activities to secure industry placements.

The Department for Education are hosting all provider support materials from a range of organisations, including SDN, on the T Levels Support for Schools and Colleges website.

[Visit the T Levels Support for Schools and Colleges website here.](#)

## How to use this resource

With so many new and beneficial resources available to you, it can be a bit daunting to find what you're looking for. SDN has done the hard work for you with this PDF navigation tool.

Using this navigation tool, you will be able to find the resources you need at any stage of your journey. We've divided the resources into five categories:

**Preparation:** assisting you with key activities to prepare for successful employer engagement.

**Awareness:** providing activities and tools to support you raise employers' awareness of the opportunity to host an industry placement or work with you and students more widely.

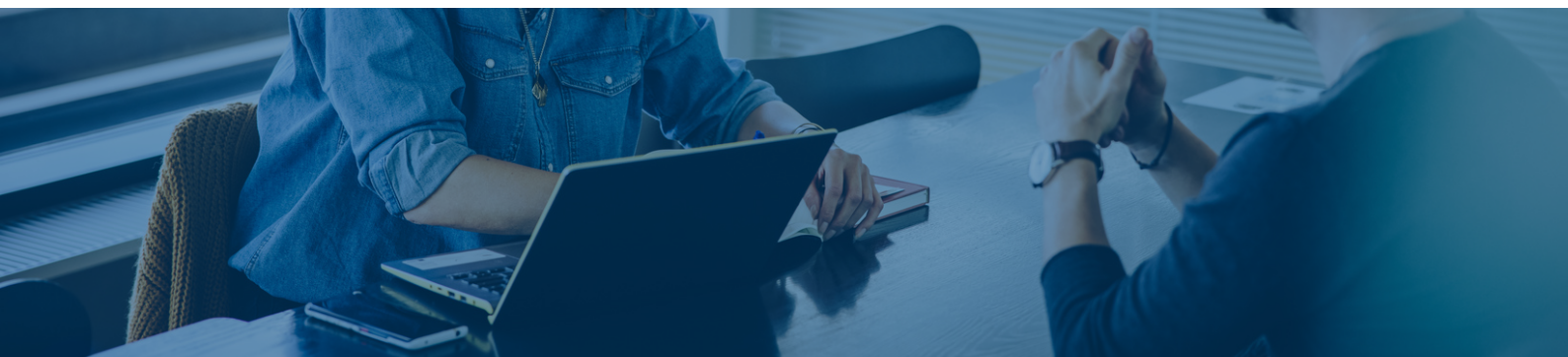
**Interest:** these resources are ready for you to tailor to develop employers' knowledge and understanding when they're ready for the detail.

**Desire:** to be used with employers at the point of decision and commitment to an industry placement.

**Action and Loyalty:** a range of templates to use in the lead up to hosting an industry placement and for promoting success and evaluating employer engagement.



Use the **Document Key** on the bottom right of page 3 to help you find the right document for your needs.

Each resource tile in this PDF contains a link to take you directly to the resource. If you have any trouble with the links, you will find a complete list of URLs at the back of this navigation tool.



<b>PREPARATION</b>	<u>Developing an employer engagement strategy</u> - Schools - Colleges	<u>Responsibility assignment matrix</u>	<u>Employer enquiry handling, where, who &amp; how?</u>	<u>Developing your customer journey</u>	<u>Identifying your marketing channels</u>
	<u>Employer engagement job descriptions (templates)</u> - Schools - FE Providers	<u>Financially resourcing employer engagement activity</u> COMING SOON!	<u>Preparation questions for curriculum</u>	<u>Employer mapping</u>	<u>Internal stakeholder mapping - routes to employers</u>
<b>AWARENESS</b>	<u>Promote your T Level offer on your website</u>	<u>Email campaign templates - targeted employers</u>	<u>Introductory presentation for employers</u>		
	<u>Social media content to get you started</u>	<u>Phone script / elevator pitch</u>	<u>Digital promotion to employers</u>		
<b>INTEREST</b>	<u>Skill area introductory presentations</u> - Construction - Creative & Design - Business & Administration - Digital - Engineering & Manufacturing - Health & Science		<u>Typical T Level tasks</u> - Design surveying & planning - Management & administration - Media, broadcast & production - Digital support services - Digital production, design & development - Engineering, manufacturing, processing & control - Design & development for engineering & manufacturing - Health		<u>Objection handling</u> - Age - DBS - GDPR / Digital - Health & Safety - Hybrid remote working - SEND - Location - Insurance
	<u>Key activity milestones for employers</u>	<u>Industry placement role description</u> - Design surveying & planning for construction - Management & administration - Media, broadcast & production - Digital support services - Digital production, design & development - Engineering, manufacturing, processing & control - Design & development for engineering & manufacturing - Health		<u>Industry placement role description blank template</u>	
<b>DECISION</b>	<u>Meet the team intro</u>				
<b>ACTION &amp; LOYALTY</b>	<u>Employer engagement feedback template</u>	<u>Case study templates</u>			
	<u>Newsletter template &amp; content</u>				

**Document Key**

-  Editable documents & templates
-  Editable presentations
-  Activities & tasks
-  Calculators
-  Guidance & examples



## Accessible Links Appendix

- **Developing an employer engagement strategy** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18209570589842-Developing-an-Employer-Engagement-Strategy>
- **Responsibility assignment matrix** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18061144628626-Employer-engagement-roles-and-responsibilities>
- **Employer enquiry handling, where, who & how?** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18231803693714-Employer-Enquiry-Handling>
- **Developing your customer journey** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18234455282322-Developing-your-customer-journey>
- **Identifying your marketing channels** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18080695664530-Marketing-channels>
- **Employer engagement job descriptions (templates)** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18061257545362-Employer-Engagement-Job-Description>
- **Financially resourcing employer engagement activity – COMING SOON**
- **Preparation questions for curriculum** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18061474008210-Preparation-ahead-of-Employer-Engagement-Questions-to-ask-Curriculum-Colleagues>
- **Employer mapping** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18075604921746-Employer-Mapping>
- **Internal stakeholder mapping - routes to employers** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18075345605906-Internal-stakeholder-mapping-routes-to-employers>
- **Email templates - internal stakeholders** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18074257809682-Email-templates-for-internal-stakeholder-groups-existing-relationships>
- **Promote your T Level offer on your website** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18110430537746-Promote-your-T-Level-offer-on-your-website>
- **Email campaign templates - targeted employers** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18074978820754-Email-campaign-templates-targeted-employers-no-relationship>
- **Introductory presentation for employers** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18061662934162-Introductory-presentation-for-employers>
- **Social media content to get you started** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18110392895378-Social-Media-Content-To-Get-You-Started>
- **Phone script/elevator pitch** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18075073385490-Phone-script-elevator-pitch>
- **Digital promotion to employers** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18247082361746-Setting-up-and-maintaining-digital-promotion-tools-for-employers>
- **Skill area introductory presentations** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18073822750482-Skill-Area-Introductory-Presentations>
- **Typical T Level tasks** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18074082094226-Typical-tasks-for-industry-placement-students-checklist>
- **Objection handling** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18232399982610-Objection-Handling>
- **Key activity milestones for employers** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18081073080978-Setting-out-key-activity-milestones-for-employers>
- **Industry placement role description** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18253542376594-Role-Description-for-industry-placement-students>
- **Industry placement role description blank template** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18253542376594-Role-Description-for-industry-placement-students>
- **Meet the team intro** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18080959020178-Meet-the-team-intro>
- **Employer engagement feedback template** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18110683957010-Employer-engagement-feedback-template>
- **Case study templates** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18075174225938-Case-study-template>
- **Newsletter template & content** - <https://support.tlevels.gov.uk/hc/en-gb/articles/18110570948626-Newsletter-template-and-content>

Email SDN for further T Level Employer Engagement support:  
[providers@strategicdevelopmentnetwork.co.uk](mailto:providers@strategicdevelopmentnetwork.co.uk)

