

The background features a teal shape on the left with two yellow circles and a striped circle. To the right, there are yellow and white geometric shapes, including a large yellow triangle and a white shape with a striped circle. The overall design is modern and abstract.

Employer Engagement in Schools

FITT Forum

Wednesday, 25th
February 2026

8.30am - 10.00am

Employer Standards Framework



Employer standards for careers education

Inspire young people for their best next step

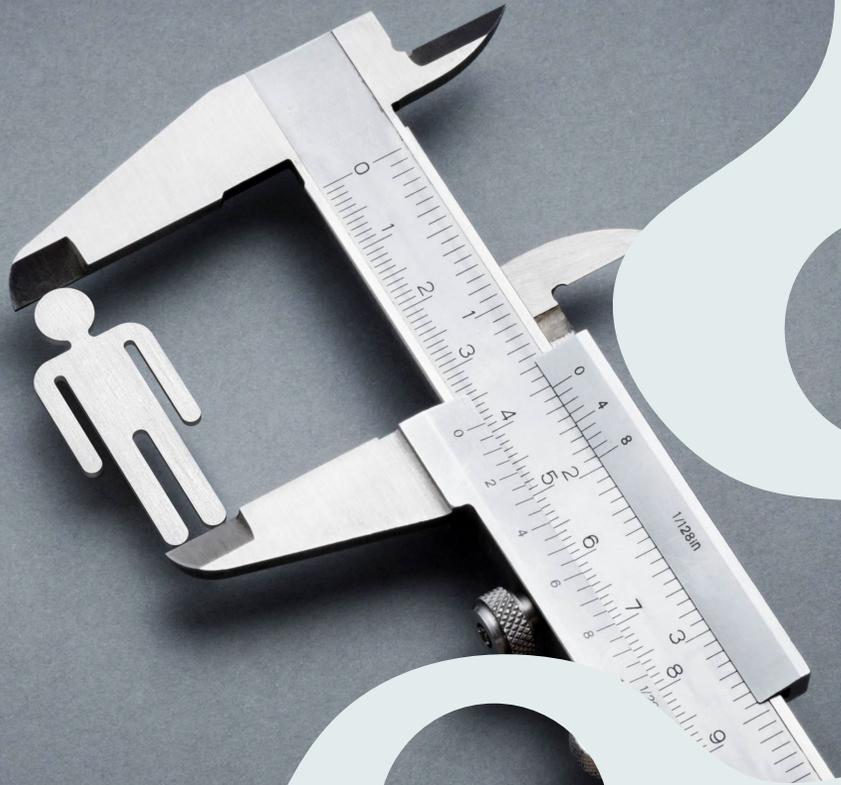


Prepare young people to be career ready



Collaborate for success

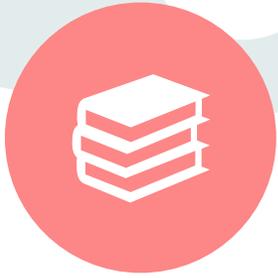




Understand what schools are required to deliver for careers

- Eight Gatsby Benchmarks including:
 - Labour Market Information
 - Linking Curriculum Learning and Careers
 - Encounters with Employers and Employees
 - Experience of Workplaces
- Careers activities should have a defined learning outcome mapped against the benchmarks and the CDI Career Development Framework
- Set out in Statutory Guidance
- Measured termly through 'Compass' returns

Schools have capacity constraints



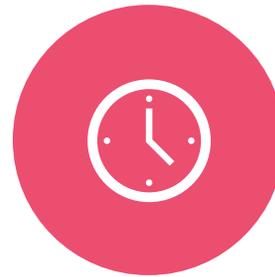
All schools must publish the name and contact details of their Careers Leader on their website



Not all schools have fully-trained, full-time careers leaders



Sometimes the job is given to a senior member on top of their main role



They might only have a couple of hours a week to devote to careers and a limited budget



Build a Relationship

- Find out who the Careers Leader is and start to build a relationship
- Ask to meet them in person preferably
- Find out what their priorities are for careers and what they need support with
- Clearly explain your own objectives
 - Medium to long term talent pipeline
 - Skills development
 - Immediate recruitment
 - Community Outreach
 - Diversity, address under-representation
 - Social Value/ESG
- Find out when they have capacity in the timetable for employer engagement and what time is available for activities

Take it step-by-step

1

Don't try to do everything at once

2

Start with one or two activities which will build confidence and trust

3

Carry out the activity and review it - what went well and what could have been better

4

Write a brief Memorandum of Understanding or an exchange of emails/letters setting out a programme of activity

5

Map it against the Gatsby Benchmarks and the CDI Framework

Build up a series of activities

Start small, test, measure, review, and refine:

- Offer classroom resources
- Deliver a class talk
- Hold a drop-in stand in school
- Attend a careers and apprenticeships fair
- Participate in a parents' event
- Take part in a CV and Mock Interviews Clinic
- Hold an in-school interactive workshop
- Offer a visit or an Insight Day at your workplace
- Offer work experience placements



Top Three Tips

1. It's all about the relationship

- Invest in it and take your time to develop It - don't expect overnight results
- Build trust and confidence
- Focus on cumulative impact e.g., start working from Year 7 if you want to recruit post-16 or post-18

2. Data is king: Measure and Evaluate

- Agree Learning Outcomes with the Careers Leader
- Assess students' knowledge and attitudes before and after events to measure any change
- Collect student and teacher feedback and give your own to the school

3. Get help if you need it

- Contact your Careers Hub if you need help connecting with a school
- Work through organisations like Form the Future and Cambridge Launchpad (Education Business Partnerships)
- Make full use of the resources provided by the Careers and Enterprise Company



Useful Links and Contact

- ❑ [Employer Standards: Shaping your workforce of tomorrow | The Careers and Enterprise Company](#)
- ❑ [The Updated Gatsby Benchmarks | Gatsby Benchmarks](#)
- ❑ [CDI Framework - Career Development Institute](#)
- ❑ [Modern Work Experience | The Careers and Enterprise Company](#)
- ❑ [Home - Education and Employers](#)

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