# ACTION 3

# Adopt the Early Careers Social Mobility toolkit



Find out more at advertisingallin.co.uk

# Apprenticeships

Explore how your company can utilise an apprenticeship scheme to recruit talent from working class backgrounds.

The apprenticeship levy is paid by large employers with a pay bill of over £3 million. Smaller employers – those with a total annual pay bill of less than £3 million – pay just 5% of the cost of their apprenticeship training and the Government pays the rest.

#### Data

Include data on social class when collecting information from new starters.

The <u>Social Mobility Commission</u> considers the following question to be the main determinant of social background:

What was the occupation of your main household earner when you were aged about 14?

### Recruitment

Partner with talent schemes/recruitment providers with a focus on driving improved social mobility. Recruit for skills and experience over qualifications unless essential for the role.

For example: Talent Foundry, Upreach, Sutton Trust, Shaw Trust, Skillsbuilder, Diversifying.io, Milkround, Clu, Simplify, Brixton Finishing School, Media Trust, Speakers for Schools, Career and Enterprise Company, Career Ready.

## Support

Implement a system of support for new starters (e.g, a sponsorship scheme, a buddy scheme, mentoring). Work to develop a culture that avoids bias.

For example: EM Sponsorship programme, BRiGoogle's 'Noogler', C4/Sam Friedman addressing the 'Class Ceiling'

#### Inform

Partner with schools/colleges to provide information/education on the range of careers opportunities within the UK adverting and media industry.

For example: T-Level programmes have been developed for people aged for 16-19, and include 45-day work placements. Topics cover Media, Broadcast and Production. Speakers for schools offer partnership opportunities for employers. Media Smart host a list of useful organisations for school-age education.

Further information on improving social mobility can be found within the All In Directory.