

# CAMPAIGN PARTNER TOOLKIT



CAREERS

## INTRODUCTION

This toolkit is designed to enable partners to best support Maritime UK's national careers campaign, and covers:

- Campaign copy
- Campaign key messages
- Campaign branding
- Campaign assets
- Campaign events
- Social media
- Campaign contacts



## CAMPAIGN COPY

This copy can be used on your website, in emails or in print to show you are supporting the campaign. Including information about the campaign in internal and external comms is a really effective way to drum up excitement about the campaign.

The #MaritimeCareers campaign is an industry-led initiative to promote careers across the UK's £46bn maritime sector. Responsible for enabling 95% of the UK's global trade, maritime touches every part of our lives. Quite simply, without maritime, half the world would freeze, and half the world would starve. From working at sea or in a port, to working in the City of London, to cleaning the oceans of plastics or designing a superyacht, maritime is big business. We add more to the economy than both rail and aviation combined. Working in maritime is exciting, rewarding and unlike any other industry. With the sector expected to double in size to \$3trn by 2030, we need the next generation of innovators and problem solvers to join the industry and help shape the future of the world we live in. There are lots of different routes into a career in maritime, including a university qualification or an apprenticeship. You can take a closer look at what life in maritime is like in 2020 by searching #MaritimeCareers.



## KEY MESSAGES

**A well-paid career** – average maritime pay is £38,000, compared to the national average of £29,000.

**A variety of entry points** – there is no one way to enter the maritime sector and once in, there are tremendous opportunities to move to different parts.



## KEY MESSAGES

**A green revolution** – the industry is going through a period of massive change, and has committed to tackling climate change by decarbonising by 2050. We need to people to help us get there.

**A \$3trn industry** – the industry is set to double in size by 2030, meaning thousands of new jobs are needed. In the UK maritime is bigger than rail and aviation combined.



## KEY MESSAGES

**A funded career** – there are numerous entry points to the sector offering fully and part-funded training.

**A role for everyone** – maritime offers careers at sea and ashore, with the chance to see the world. With wide varying career pathways and entry routes.



## BRANDING

A new campaign brand has been created to reflect the breadth and make up of the sector.

Assets can be [downloaded here](#), and include:

- Campaign logo and fonts
- Brand guidelines



## PRINTED ASSETS

A number of resources are already available to be ordered.

- Careers brochure
- Campaign t-shirts
- Tote bags
- Campaign flyers

Copies of the printed resources can be [ordered here](#).





## DIGITAL ASSETS

A number of resources are already available for digital use, and include:

- Website and email graphics
- Social media banners
- Branded PowerPoint template
- Videos
- Pop-up banner print files
- Case study template

They can be [downloaded here](#).



## EVENTS

Events are at the heart of the careers campaign, and take several different forms:

- Dedicated maritime-only events organised by the campaign
- National careers fairs where the campaign has a stand or presence
- Events focused on a single maritime industry, which the campaign can support and help promote the rest of the sector
- Sector wide promotion of Maritime UK week



## EVENTS

All types of events can be seen on the website at [events.maritimecareers.uk](https://events.maritimecareers.uk) If you have an event to add, you can [do so here](#).

When adding an event, you will be asked if you would like any support from the campaign team.

Partners can register to attend and support events by clicking on the relevant event page for more information.



## CAMPAIGN PARTNER TOOLKIT

## SOCIAL MEDIA

Partners are encouraged to use the campaign hashtag [#MaritimeCareers](#) on Instagram, LinkedIn and on Twitter.

Remember to tag [@MUKCareers](#) on twitter. The campaign will retweet and help promote related activity.


[Edit profile](#)

## Maritime Careers: Explore Our World

@MUKCareers

With the maritime sector expected to double in size by 2030, learn about the opportunities at sea and ashore in one of Britain's biggest industries.

📍 United Kingdom [🔗 maritimecareers.uk](#)

📅 Joined May 2019

10 Following 149 Followers

**Tweets**

Tweets & replies

Media

Likes

📌 Pinned Tweet



**Maritime Careers: Explore O...** · 09 Sep 19 ▾

The world's largest maritime event, [#LISW19](#) is getting underway in [#London](#). What is maritime? Learn more: [maritimecareers.uk](#)

## EVALUATION TOOL

Help us to measure the success of the campaign and to highlight your involvement with it.

We have created a survey to help you evaluate your activity, [access it here](#).



Street address

City

Resource Use

Please Select

Please Select  
Careers event  
Conference

**Competition**

Fair  
Open day  
Lecture  
School lesson  
Ambassador visit  
Workplace activity

Brochures

Flyers

Tote bags

Communications

Maritime Careers Campaign Newsletter

Maritime UK needs the contact information you provide to us to contact you. You may unsubscribe, as well as our privacy practices and commitment to protecting your privacy.

protected by reCAPTCHA  
Privacy - Terms



Sign up

## CONTACTS

The Maritime UK Programme Manager (Careers & Outreach) is leading the campaign.

**Lorna Wagner** is a careers professional with six years experience of leading the careers offer in an FE College. She is based at the offices of Solent LEP in Portsmouth.

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