

**That's what
teaching
taught me.**

University Toolkit

This toolkit provides you with greater detail of the Scottish Government's teacher recruitment campaign, and highlights all of the ways in which universities can support it.



Teach in Scotland



**Smarter
Scotland**
Scottish
Government

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Campaign Overview

A career in teaching is one that's filled with variety, innovation and rewarding moments. Most importantly, it comes with the opportunity to never stop learning, and to make a real difference to Scotland's future.

The Scottish Government aims to work with universities across Scotland to ensure that the country's workforce of teachers continues to grow and diversify, by opening students' eyes to everything that this fulfilling career has to offer.

To gain a deeper understanding of what it's really like to pursue a career in teaching, we reached out to a large group of teachers across Scotland. Following this research, we found that the main sources of job satisfaction came from the rewarding moments that teachers experience on a daily basis.

From the moments of friendship in the staff room, to that **'lightbulb moment'** when a pupil achieves something new, teachers are fuelled by the everyday reminders that they are doing **work that truly matters.**

And so, our campaign, That's What Teaching Taught Me, aims to challenge perceptions and encourage current students to consider a career in teaching by showcasing these moments.

A smiling male teacher with a beard, wearing a blue shirt and a lanyard, is sitting at a desk and holding a yellow folder. The background shows a school hallway with a staircase.

 Smarter Scotland
Scottish Government

“The secrets of leadership and negotiation.”
That's what teaching taught me.

Start your journey

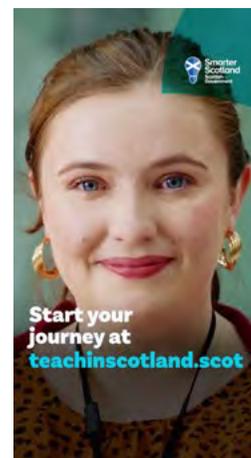
Campaign Activity

We know that your students lead active, busy lives and so this campaign aims to reach them from every angle, with no prospective teacher left behind.

We have created a collection of short, punchy videos to inspire students through social channels like TikTok, YouTube, Instagram and Snapchat. We are also running longer adverts for TV and cinema which you can watch below.

These videos will form the basis of the campaign which will span into static social posts, posters across university campuses, out of home and radio advertising, along with events, PR, and partnership activity.

This campaign runs from 8 Nov - 19 Dec 2021 and 10 Jan - 23 Jan 2022.

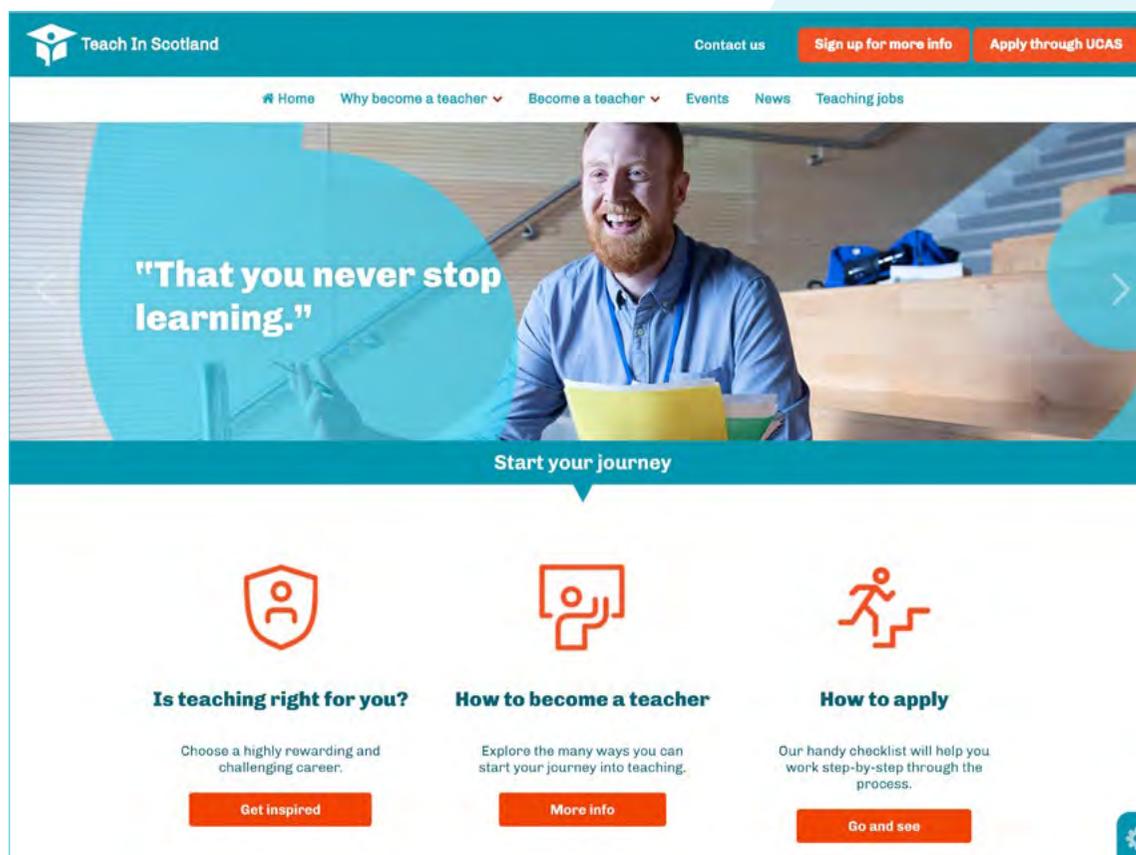


Website Overview

The campaign website teachinscotland.scot features a whole host of insightful content and resources developed to inform young people and get them excited about a career in teaching.

Some of these resources include:

- ◆ Events & podcasts
- ◆ Guide on how to become a teacher
- ◆ Benefits of being a teacher
- ◆ Case studies and stories from current teachers
- ◆ Information about funding and fees
- ◆ Quiz - What kind of teacher would you be?



How you can support the campaign

The primary goal of this campaign is to engage and recruit a diverse range of fresh thinkers who are hungry to learn and share knowledge. You can help us to do just that.

As a university, you are in constant communication with students, and so you can reach them in ways that we can't. That's why we're asking universities to spread the campaign message through platforms such as:

- ◆ Social media channels
- ◆ University Intranet
- ◆ Emails and letters
- ◆ University E-Magazines
- ◆ Printed posters/flyers in university buildings

The next page of this toolkit will take you through the digital assets available for you to share with your students.

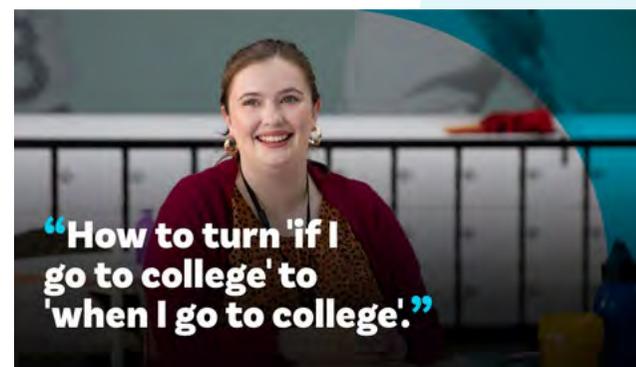
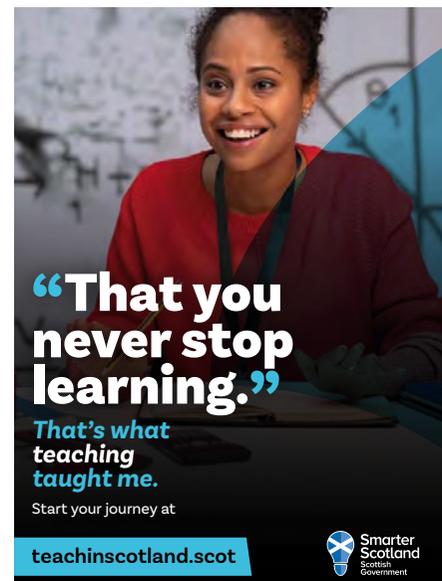
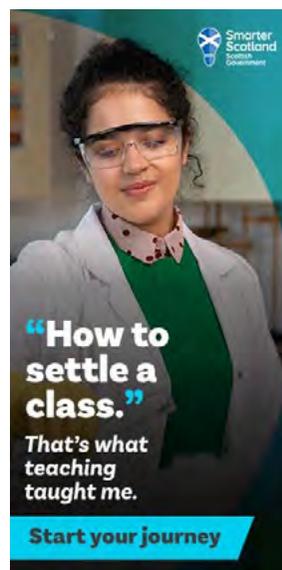


Digital Campaign Assets

As mentioned on page 4, we have created a number of digital and printed assets which are listed below for you:

- ◆ Social media assets and copy
- ◆ Intranet asset - image and copy
- ◆ Newsletter copy
- ◆ PDF flyer (printable format)
- ◆ PDF poster (printable format)

These assets will help you to spread the campaign's message across your channels and platforms.



Virtual Events

To further support the campaign, we will host a weeklong series of interactive virtual events called Talking Teaching.

They will begin on the week commencing the 17th of January and delve into a variety of useful topics including:

- ◆ Career changers
- ◆ Apply for PGDE
- ◆ Life as a teacher
- ◆ Study skills
- ◆ Progression in teaching

Further details about the Talking Teaching events will be released soon. In the meantime, please visit our [virtual events page](#) to learn more.

In addition to this, we will also be running bespoke university events. If this sounds like something your university would be interested in, you can get in touch by emailing: TeacherR@union.co.uk.



Get in touch

Thank you for supporting a campaign that will provide students with a truly rewarding career option and ensure that future generations reap the benefits of a diverse and dynamic education.

If you support this campaign by sharing our digital assets, we ask that you please let us know.

Any questions, or if you require further information or assets, please don't hesitate to get in touch with Gemma Adair and Keri Mercer at TeacherR@union.co.uk.

