**NOTE TO PARENTS, CARERS AND SCHOOL STAFF.**

We are asking students to research some job roles that they may not be familiar with and asking them to come up with creative materials to promote this job to their friends.

The competition has been designed with the idea of broadening career ideas for students in KS3 and KS4 and to give them an understanding of the key qualifications, skills and experience needed for different job roles.

**TASK**

* Pick one of the job titles listed below. Try and pick one that you are not familiar with.
* Use the internet to research the job role you have chosen. Try to find out as much information you can about what the job involves and what it’s like to work in that role.
* Create materials to promote this job role to a friend. This will include a job description to capture key responsibilities, along with any qualifications, skills or experience needed. It should be fun and lively job advert that will appeal to your friends.

**JOB TITLES**

**A picture containing food

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Supplied by Walker & Son / Samworth Brothers

* Communications and Engagement Partner
* Bakery production shift manager
* New product development officer.
* People Advisor /Personnel officer

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Description automatically generated

Supplied by Thermo Fisher Scientific

* HR Insights & Analytics Partner
* Pharmaceutical Technology Transfer Project Manager
* Quality Coordinator
* Market Intelligence Manager

**DEADLINE**

* Entries must be received no later than 5pm on Friday 26th June.

**PRIZES**

* 1 outstanding winner will receive Amazon vouchers worth £50
* 2 runners up will receive Amazon vouchers worth £25 each
* Highly commended certificates will also be awarded.

**JUDGING CRITERIA**

* **Student appeal:** Fun, lively and engaging to peer group - 20%
* **Creativity:** Are there any creative ideas shown? Is there anything particularly innovative about it? Has the student created something different? - 30%
* **Understanding of their chosen role:** Understanding of role in job description and what it involves. Also, some knowledge of the company and understanding of routes into chosen career, including qualifications and skills needed - 30%
* **Structure and presentation:** Is the advert effective with clear and concise structure and presentation? – 20%

**COMPETITION TERMS AND CONDITIONS**

* The competition is open to all Key Stage 3 and Key Stage 4 students (years 7 to 11) in schools across Leicester, Leicestershire and Rutland.
* Only one entry per student will be accepted.
* All entries must clearly state student name, year group and school name. If you are in year 11, please give school name between Sept 2019 - March 2020.
* All entries must be sent by email to [helen@leicestershirecares.co.uk](mailto:helen@leicestershirecares.co.uk) If your entry is paper based clear photographs of the full entry will be accepted.
* The closing date for the competition is 5pm on Friday 26th June 2020.
* The panel of judges will include at least 2 members who are independent of Leicestershire Cares and will work for the companies that have provided the job titles. The first prize will be awarded to the entry deemed by the judges to have met the judging criteria most comprehensively.
* The winning students will be notified by email within 14 days of the closing date, with prizes either posted (if currently in year 11) or passed on to students’ schools and presented at the start of the next academic year (if in any other KS3 or KS4 year group). Our winners’ names will also be announced on our website in July 2020.
* The winning student will receive Amazon vouchers worth £50. The students selected as runners up will receive Amazon vouchers to the value of £25. The prize is as stated, and no cash or other alternatives will be offered. The prizes are not transferable. Prizes are subject to availability and we reserve the right to substitute any prize with another of equivalent value without giving notice.
* By entering this competition, students and their parents/carers agree to Leicestershire Cares sharing their anonymised work on its website, social media channels and other publicity. Any personal data relating to the winner or any other entrants will be used solely in accordance with current UK data protection legislation and will not be disclosed to a third party without the entrant’s prior consent.
* Leicestershire Cares reserves the right to cancel or amend the competition and these terms and conditions. Any changes to the competition will be notified to entrants as soon as possible.