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Promotional material

# Skills for Life: Unlock your potential campaign information

Updated 20 January 2023

**Applies to England**

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## What the campaign is aiming to achieve

The campaign aims to raise awareness and understanding of skills offers among adults, whether they are looking to change career, want to find a more rewarding job or are just starting out.

## Who the campaign targets

Our campaign targets all working age adults who could benefit from the different skills offers.

## Why a campaign is needed

The campaign helps people access the skills they need to get the job they want, whatever their stage in life. This is part of a new cross government campaign called [‘Skills for Life’](#).

Adults face many physical and psychological barriers to accessing learning opportunities, including:

- personal commitments and constraints
- lack of confidence and self-belief
- negative experiences of school or education
- fear of change
- inability to travel
- lack of digital skills needed to learn
- belief that their current job or sector is for life
- lack of access to opportunities

Most adults need a clear line of sight to a job if they are to overcome these barriers and commit to training. Communications alone cannot address all these barriers. However, the ‘Skills for Life’ campaign signposts adults to a campaign website which helps them to get information about the various skills offers in one place. Paid and no-cost activity directs our target audience to this website through a single call to action.

This campaign enables adults to compare and contrast their options, helping them to understand what each offer entails and how it could suit their personal circumstances.

## **How the campaign has been developed**

The campaign has been developed with the support of government appointed agencies, including creative, partnerships, PR and media buying agencies.

The key strategy for this campaign is to bring together the various skills offers. The campaign website is therefore vital in ensuring that when adults see the marketing and communications, they have a single point of information which they can visit to find out more.

## **What is included in the campaign**

The campaign runs across the following channels:

- media planning and buying
- social and online advertising
- PR and media
- partnerships
- organic social and comms
- campaign website

## **How providers or a local area can support the campaign**

- Promote the campaign through your own localised communications to drive awareness and uptake of the offer you provide.
- Use the #SkillsForLife and #UnlockYourPotential hashtags in your social posts and online media.
- Share and like social media content about the scheme from Department for Education channels and our partner channels, such as the National Careers Service, Job Centre Plus local accounts and HMG local accounts.
- Let us know how we can support you with your social activity in the weeks and months to come, and share your best practice and insights with us by emailing: [clare.carter@education.gov.uk](mailto:clare.carter@education.gov.uk).

## How employers can support the campaign

As an employer, you have the opportunity to ensure that your team are aware of the different adult skills offers, and that they take advantage of the free courses and qualifications available which you value, and build the skills your business needs. Find out more about [training and employment schemes for businesses](#) and download the [campaign toolkit materials](#).

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