***PROMOTE YOUR T LEVEL OFFER ON YOUR WEBSITE***

**A landing page on your website for employers to get a flavour of how they can work with you on T Levels is a must have for schools and colleges.**

Whether you’re engaging employers at an event, promoting industry placements on social media or through an email marketing campaign, you will want to signpost employers to a place on your website where they can learn more.

Your webpage is your shop window for employers. It should be easy for them to understand how they can get involved and easy to navigate.

This guide provides thoughts on what you might include on that landing page as well as an example of how it could look.

***FOCUS ON THE BUSINESS***

Almost all the other pages on your website will be aimed at engaging young people, parents or explaining to the wider public what you do. This page needs to be focused specifically on employers.

This means you should:

1. **Consider the language you use**

Don’t use acronyms or education jargon, talk in business language

1. **Use images that resonate with employment**

Show students in the workplace or with employers, not sat in classrooms

1. **Keep it simple**

Employers are busy. Your landing page should aim to give them a flavour of what it’s like to work with you and clear instructions on what to do if they want more information (e.g. call the employer engagement team).

***INTRODUCTION***

A good way to start a webpage for employers is through a clear message that encourages them to read on, followed by an introductory message that explains why you want to work with employers and which types of business you can partner with.

Essentially, the person reading your landing page wants to get to a point quickly where they understand what the page is about, believes they are the target audience and is keen to read more detail.

***BUSINESS BENEFITS AND CASE STUDIES***

It’s important to explain some of the business benefits of working with your school or college and to demonstrate you have happy customers. Using case studies or quotes can be a good way to do both of these things at once.

When customers are ‘championing’ the impact your partnership has had on their business it increases trust from other employers that it’s something worth supporting.

Try to show an array of business benefits that will appeal to different types of employer. For example, the future talent pipeline is an obvious benefit, but what about explaining how existing staff can develop from mentoring industry placement students or the impact employers can have on local young people.

***WAYS EMPLOYERS CAN GET INVOLVED***

Many employers are hesitant about committing to offering 45-day industry placements if they have never had any previous relationship with the school or college before.

It’s advisable to talk about a range of ways employers can ‘partner’ with you, so they can see there is the opportunity to do something less time consuming.

Offering shorter interactions can also give you a chance to build relationships with employers over time and encourage the most supportive to offer industry placements longer-term.

You might list the following ways employers can partner with you, for example:

* Industry placements
* Workshops and site visits
* Taster sessions
* Projects

***ALLEVIATING FEARS***

Some employers worry about the time commitment, cost or speed of process when offering industry placements. It can be useful to have a paragraph of two aimed at alleviating some potential fears they might have.

For example, you could explain that there is no expectation to pay wages or that you will talk through financial support and paperwork commitments on the phone.

***CALL TO ACTION***

Finally, you need a ‘call to action’. This means clearly explain what you want the reader to do next. This is usually to email or call the employer engagement team.

It’s really important that action works i.e. it goes to an inbox that is monitored or a phone number that will be answered. If not, this can set the wrong expectations straight away.

***EXAMPLE LANDING PAGE***

Visit our [**example landing page**](https://supplytrain.my.canva.site/employertlevelcontent) and feel free to use text from it as required.

A screenshot of a web page

Description automatically generated