



# HELP SHAPE THE FUTURE OF SALES, MARKETING AND PROCUREMENT

Sales, marketing and procurement organisations need future talent with communication skills, creativity, commercial awareness and the confidence to work with customers, clients and suppliers.

T Levels give employers the chance to work with young people interested in marketing, sales, procurement, customer engagement, digital communication and business development, helping them understand how commercial organisations operate in practice.

You do not need to offer a full placement straight away. You can start small, build confidence and become part of a student's journey.

## Shape the future workforce you need

T Levels are a two-year programme where students learn through a planned combination of classroom learning and real work.

Students will be prepared through their course and will bring developing knowledge, skills and interest in the sector. Like apprentices, they will continue to build confidence and capability through learning, support and real work experience.

Whether your organisation needs future marketing assistants, content creators, digital marketing staff, communications support colleagues or customer engagement professionals, or the people behind the scenes who support campaigns through administration, digital systems, planning, research and project co-ordination, T Levels can help you build the workforce you need.

Through a T Level industry placement, employers can introduce young people to real work gradually, help them understand workplace expectations and start to identify future talent early.



## Why employers get involved

### By working with a T Level student, you can:

- build a stronger route into future apprenticeships, employment or training
- bring fresh ideas, creativity and digital confidence into your organisation
- develop your existing staff through mentoring and supervision
- help young people understand the realities of marketing and communications careers
- support your local community and future workforce

*“We didn’t just host a student. We helped shape someone who could become part of our future workforce.”*

## Help young people see what is possible

Many young people are interested in marketing and digital media but do not fully understand the range of careers available or how marketing activity is planned, delivered and evaluated in practice.

They may also not realise how much marketing involves communication, analysis, organisation, creativity, audience understanding and project management alongside digital skills. Employers can help change that.

### By getting involved, you can:

- inspire young people
- challenge stereotypes about marketing careers
- show the variety of roles available in your organisation
- help students understand how marketing activity works in practice
- support better choices about future careers



*“Young people are much more likely to choose and stick with a pathway when they can see what it could lead to.”*

## Start small. Build confidence. Grow from there.

You do not need to do everything at once. Many employers begin with a small, manageable activity and build from there as confidence grows.

### You could start by:

- talking to students about your industry or taking part in a careers event
- offering a workplace visit, work taster or short project
- supporting a student on an industry placement, such as one day a week, a short block or a project shared across a team
- offering further experience, an apprenticeship, seasonal work or a future job opportunity

The right approach depends on what works for your organisation, your projects and the support you can offer.

## What could a placement look like?

There is no single model. Placements can be designed around your organisation, the type of work involved and the support you can offer.

### Students could contribute to:

- social media, digital content or campaign activity
- market or audience research
- website, email or communication activity
- content planning, scheduling or reporting
- events, promotions or customer engagement projects
- reviewing campaign performance or engagement data
- creative ideas generation and project support
- research or project activity linked to improving communication or audience engagement

Placements can be adapted to reflect the student's confidence, prior experience and readiness, allowing students to take on more responsibility over time.



## What this can look like in practice

These examples show how different employers could start with manageable activities that fit their setting and build from there.



### Marketing or communications team

A student joined one day each week, supporting social media activity, content planning, audience research and digital communication.



### Small business

A student contributed to website updates, promotional activity, customer engagement and campaign planning linked to live business activity.



### Employer with limited capacity

The organisation started with a workplace visit and a short marketing challenge before offering a placement later in the year.

## T Levels and apprenticeships work together

**T Levels and apprenticeships are not in competition.** A T Level industry placement gives you the chance to get to know a student before making any recruitment decision. If the fit is right, it can become a natural route into an apprenticeship, employment or a future role.

Today's T Level student could be tomorrow's marketing assistant, digital content creator, communications co-ordinator, campaign assistant or marketing professional.

## Interested?

**You do not need to have all the answers or commit to everything immediately.** Start with a conversation with your local T Level school or college about what could work for your organisation.