

SKILLS CONNECT

Communications toolkit

This toolkit can be used to promote Skills Connect adult training courses across your networks.

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What is Skills Connect?

Skills Connect offers free training courses to all adults across West Yorkshire. Focusing on key sectors such as digital, construction and the green economy, health and graduates. It is delivered by the West Yorkshire Combined Authority in partnership with the Leeds City Region Enterprise Partnership (LEP) under the LEP's FutureGoals brand.

Skills Connect is funded by the West Yorkshire Combined Authority through Gainshare, which was secured by the Leaders of West Yorkshire Councils and the Combined Authority through the West Yorkshire Devolution Deal.

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What types of courses will we offer?

Initial courses will concentrate on in-demand skills and job vacancies in West Yorkshire. These include digital, construction, engineering and healthcare sectors. There will also be courses available to address the need for people to fill green jobs and in the emerging green technology sector.

Digital courses will support entry into some of the most in demand roles currently available in our region, e.g., Cyber Security, Digital Marketing and Data Analytics.

A Site Operative training course will offer a genuine entry route into the construction sector with many opportunities to progress further.

There will be an Introduction to Adult Social Care offer to help those who are interested in developing their skills to enter this rewarding sector. The Combined Authority is working closely with the NHS to offer real insights and training into many of the job roles and vacancies available; many of which are not clinical or client-facing.

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Completing a Skills Connect course

Employers are at the heart of the programme, and training courses have been designed to align to their skills needs and current vacancies. Course content is developed alongside employers so individuals can be sure the training is fit for purpose and offers the best opportunity for progression into work or within a current job role.

There will be opportunities to learn directly from industry and business professionals with guaranteed post-training interviews available in some sector specific courses giving a direct line of sight to vacancies.

All courses will include expert careers information advice and guidance (CIAG) so participants have the information required to enter employment or change role and enhance their career.

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Aim of the marketing activity

The aim of the marketing is to promote the Skills Connect training courses to adults across West Yorkshire. Our target is for 4780 adults to complete a Skills Connect course between now and the 31st March 2023.

Target audiences include: the unemployed, individuals at risk of redundancy, career changers, employed individuals looking to upskill, women returning to work, diverse ethnic groups, disadvantaged or underrepresented groups, graduates, underrepresented cohorts in particular sectors i.e., females in construction and the over 50's.

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Website URL and website copy

Website URL

Please use this URL: futuregoals.co.uk/skillsconnect

Website copy:

Get ready for your next career move with a Skills Connect free adult training course, brought to you by the West Yorkshire Combined Authority.

With a Skills Connect course you can get ready for the next work opportunity that comes your way, feel confident and prepared to apply for exciting new job roles, progress in your career or start your career journey after leaving education.

Boost your digital skills with the latest Skills Connect courses or register your interest in courses coming soon such as: adult social care, construction, and environmental technology.

Some courses can be completed online from the comfort of your own home, or some courses are held in the classroom. All courses are designed by local employers or organisations such as the NHS, so you can be sure to leave with skills needed right here in West Yorkshire.

All courses are free, so what are you waiting for? Sign up to a course at: futuregoals.co.uk/skillsconnect

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Newsletter copy

Please use social graphics to illustrate newsletters. Images available for download **here**.

Skills Connect has officially landed in West Yorkshire and is here to get you ready for the next work opportunity that comes your way.

With a Skills Connect training course you can gain new skills suitable for many industries and feel confident and prepared to apply for exciting new job roles, progress in your career or start your career journey after leaving education.

All courses are free and fully funded by the West Yorkshire Combined Authority, so what are you waiting for?

Take a look at the Skills Connect courses currently available at: futuregoals.co.uk/skillsconnect

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Social media posts

Please tag the following social media accounts:

LinkedIn: Leeds City Region

Enterprise Partnership (LEP)

Twitter: @LeedsCityRegion

Facebook: @LeedsCityRegion

Instagram: @leedscityregionlep

Please use the following hashtags:

#FutureGoals

#SkillsConnect

Post 1

Feel like a change in career? A Skills Connect course could give you the skills needed to try something new.

Find out more at: futuregoals.co.uk/skillsconnect

Post 2

Looking to return to work after having some time out? Gain confidence and new skills with a Skills Connect

course aimed at all adults in West Yorkshire. Find out more at: futuregoals.co.uk/skillsconnect

Post 3

Skills Connect has landed in West Yorkshire and is here to get you ready for the next job opportunity that

comes your way. Sign up to a course and learn new skills at: futuregoals.co.uk/skillsconnect

Post 4

Graduated from university and looking for work? A Skills Connect course can give you the skills needed by

local employers. Make yourself the best candidate. Find out more at: futuregoals.co.uk/skillsconnect

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Creative assets

Please download all assets [here](#).

Available assets are:

- GIFS
- Instagram graphics
- Twitter/Facebook graphics

Please note - to be able to download these assets you will need to have been invited to access the folder. If you do not have access please contact andrew.wood@westyorks-ca.gov.uk to request access.





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Thank you for your support

Find out more information on Skills Connect:

Visit: futuregoals.co.uk/skillsconnect

Email: lindsey.johnson@westyorks-ca.gov.uk

Call: 0113 348 1086

Follow us on social media:

LinkedIn: Leeds City Region Enterprise Partnership (LEP)

Twitter: @LeedsCityRegion

Facebook: @LeedsCityRegion

Instagram: @leedscityregionlep

For all marketing queries:

Email: andrew.wood@westyorks-ca.gov.uk

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