



Build a Better Tomorrow

Construction Careers | Partnership content pack

Facebook: ConstructionCareersUK

TikTok: ConstructionCareers

YouTube: ConstructionCareers

Instagram: ConstructionCareersUK

Campaign hashtag: #buildabettertomorrow

Website: www.constructioncareersuk.co.uk

Also tag: Building Greater Exeter | Build Torbay

Build a Better Tomorrow

There is currently a misconception of what a career in construction offers, so Building Greater Exeter has decided to do something about it and has teamed up with Build Torbay to commission a powerful short film to inspire young people to consider the range of exciting and rewarding careers in the sector.

The *Build a Better Tomorrow* digital campaign, highlights the variety of roles and training opportunities available to 16–24-year-olds.

The digital campaign is now live, running across YouTube, Tik Tok, Instagram and Facebook (to target parents), using a hero film that showcases the breadth and depth of the construction industry featuring several construction partners with offices and sites in the Exeter / Torbay area.

We are asking for your help in getting the messages out and would very much appreciate any support you can give with this.

We want to highlight the benefits of working in the sector and how construction is a rewarding, first class career. The 'Build a Better Tomorrow' campaign aims to raise awareness of

- *the diversity of roles available in the industry, from sustainability specialists to architectural technicians, as well as the more well-known roles on site*
- *the variety of roles in the industry - there are over 180 jobs to choose from both on site and in the office and the fact that it is an industry for all genders*
- *the reward and recognition available in the industry, with higher than average salaries and excellent career progression.*

- *environmental sustainability - transforming the lives of others through innovative and sustainable building and development*
- *the importance of digital skills, which are vital to most construction projects, with the latest technologies being used to innovate and develop buildings and infrastructure*

At the heart of the campaign is a powerful film to inspire people to consider a career in the construction industry, we want as many people as possible to see this film.

It is important that these messages are communicated to those looking at career and training opportunities and we are asking for your help by sharing campaign content on your channels to help spread the word.

YouTube link to the film: <https://youtu.be/YbLH8ZsXuq0>

The film and Tik Tok shorts are downloadable on the following link: <https://we.tl/t-LFM4rB8PoV>

How to use this content pack

Below you will find pre-written content that can be shared on your social media platforms, in newsletters and across any other relevant channels.

Example posts for social media – word count allows for all platforms.

Please feel free to use any of these posts or amend as you wish. To be used with the images and film attached as part of this pack.

Option 1 – to be used alongside the main film

Got 1 minute? This film about working in the construction industry could be the most important thing you watch today. For more information visit www.constructioncareersuk.co.uk today

#buildabettertomorrow

Option 2 – to be used alongside case study image montage

Hear from young people working on live construction projects in the SW about what it's like to work in construction and the built environment.

Click here for more info: www.constructioncareersuk.co.uk

#buildabettertomorrow

Option 3 – to be used alongside the reward film

“To know I’ve worked on that building” “To be able to say to my grandkids I worked on that building”

Working in the construction industry offers a sense of pride, job satisfaction and reward.

Want to learn more? Click here: www.constructioncareersuk.co.uk

Option 4 – to be used alongside the main film

Support Construction Careers on their mission to build a better tomorrow across the South West.

Discover the right career for you in the construction industry.

Click here for more info: www.constructioncareersuk.co.uk

#buildabettertomorrow

Option 5 – to be used alongside the main film

Be part of the change, build a better tomorrow.

If you're considering a career in construction this film could be the most important thing you watch today. For more information visit www.constructioncareersuk.co.uk

#buildabettertomorrow

Example web / newsletter copy

Explore a career in construction now and help us build a better tomorrow.

The annual recruitment requirement in the South West of 3.6% per year is above the UK average of 2.0% and means an extra 41,950 workers will be needed from 2022 to 2026 and we want you to consider a career in construction.

With over 180 job roles to choose from both onsite and in the office, higher than average salaries, good career progression and a host of other benefits, [Careers in Construction](#) highlights the variety of roles available and how you can make a difference to the future of the industry.

Hear from the experts - We have interviewed a number of young people working on live construction sites in the South West to tell you what it's like to work in the construction industry.

For more information on working in the construction industry and the next steps visit www.constructioncareersuk.co.uk

Thank you for your support, if you have any questions regarding this pack, please contact:

Dawn Chamberlain, Building Greater Exeter:
dawn.chamberlain@exeter.gov.uk

Or

Cathryn, Frost, One Voice Media: cathryn@onevoicemedia.co.uk