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| **Title of placement:** |       |

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| **Description of placement:** |

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| Employer:   |
| Business Unit/Directorate:  |
| Ref No (HMRC ONLY)        |
| Start Date       Placement Duration in Weeks        |
| Please provide the line managers name, email address and contact number, full office name and postal address of where the opportunity will be based: |

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| **What does a typical placement look like?** |

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| What you should wear :       | Skills you’ll come away with :       |
| What have previous participants of this programme said about their placement:      |
| Complete this placement and then:       |
| A few final things….. |
| Travel expenses reimbursed?  |
| Lunch expenses reimbursed?  |
| Mentor provided during placement?  |
| Reference given once placement completed? No – a certificate upon completion will be provided. |

Please send the completed form to:

TALENTPLATFORM.ADMIN@DWP.GOV.UK

***Please keep your placement description to one page of A4***

The placement description is required in order to publicise work experience opportunities on the MtW digital Talent Platform. The completed information will be visible to youth charities on the Talent Platform and will used to help them and their young people to understand the nature of the opportunity and to help them to decide whether to make a referral.

The template has been designed by a group of unemployed young people who have never worked. It reflects the key information that MtW’s target demographic want to know in order to encourage them to commit to a work experience placement.

Lead employers are required to complete and submit a template in addition to regularly updating forecasting information. If lead employers run more than one type of placement, they have the options of completing and submitting a separate template for each type of placement.

**Description of Placement:** Keep in mind that the young people you are trying to attract might never have worked before and have limited understanding of standard job description terminology. Focusing on the “person” you are hoping to recruit in a language they will understand will be more effective than traditional descriptions of the “role”.

**What does a typical placement look like?** Young people often have difficulties visualising what a work experience placement will look like. Yet committing their time to a 4- to 6-week placement is a significant decision for them to make, and helping them understand what a placement will look and feel like should aid that decision. As such it is recommended that we include a matrix to help the young people visualise the placement. It is understood that every placement a lead employer runs will be slightly different and constant updating of the template is not expected. The matrix should therefore to be treated as an “indicative” guide; the intent is to give young people a feel for the opportunity.

**What should you wear?** This practical information is disproportionately important to young people. Many will feel reticent to pursue opportunities if they feel they do not have appropriate clothes. Please be specific in the guidance. If you provide clothing (eg PPE) for particular activities, specify it in this section.

**Skills you will gain**. This section is hopefully self explanatory. It focuses on the outcome of the work experience placement which is exceptionally important to the young people.

**What have previous participants of this programme said about their placement?** Peer reviews are highly rated by young people. It is recommended that you include some quotations from candidates who have completed previous work experience placements that reinforce the messages that you are making in the template.

**Complete this placement and then…** Outcomes are the most persuasive factor in attracting young people to opportunities. If there is a strong record of subsequent employment in your company, then details the statistics, it will be a powerful message. Alternatively, describing that successful candidates will have developed skills and experience necessary to help them compete for employment in certain functions or sectors will also be persuasive.

**A few final things…** If applicable, detail the practical support that you are prepared to give the young people throughout the duration of the placement. If there are additional items not on the template, then amend the template accordingly. Feedback has suggested that videos discussing the placement (either with a member of staff discussing it, or a past participant talking about their experience) are popular with prospective participants, so if you have a relevant video please include a link to a Youtube video we can embed.