

YOUNG
PEOPLE
WORK.

Let's
collaborate

Working with our partners
Maximising impact



About Movement to Work

Movement to Work (MtW) is a not-for-profit community of UK employers, youth-outreach organisations, training providers and government allies – all aiming to level the playing field for young age people aged 16-30 facing barriers to work. As a robust delivery partner, we work with employers to design and implement brilliant work experience and vocational solutions for their organisation, either in-house or through one of our recommended training providers. With hundreds of organisational members, Movement to Work has a proven track record of driving social mobility with over 125,000 work placements delivered to date, made possible by employers, charities and Government working together. Collectively we have provided young people with diverse and empowering experiences ranging from hospitality to engineering, with regional hubs working in London, the Midlands, North East and North West to make a real difference nationwide.

We help #YoungPeopleWork – it works for them, it works for business, it works for society.



Why should we collaborate?

As a valued partner, we see richness and a 'win-win' for both parties should we share more of our work together with the public.

Your organisation is doing fantastic work – this deserves recognition. Sharing your success stories and opportunities alongside amplifying what you are doing with Movement to Work not only further boosts our profiles, but crucially it will also raise awareness around the issue of youth unemployment and the solutions that are out there for young people and employers.

Why is this important?

Young people are struggling and your support is needed more than ever. We need your help to not only support further opportunities, but help us to harness your reputation and resource to get more people involved in the Movement to help #YoungPeopleWork.

What can **you** do to help?

BASIC CHECKLIST

- ✓ **Website:** Do you mention MtW and our partnership on your website? i.e. CSR pages, charitable partnerships, HR pages etc. Is it up to date and could it be improved or shared?
- ✓ **Social Media:** Do you ever post on social media about our partnership, or share new opportunities and tag @MovementToWork #YoungPeopleWork so we can raise visibility and re-share your content?
- ✓ **Storytelling:** Do you have a mechanism for collating case studies or success stories? Can you share these with us so we can amplify?
- ✓ **PR:** Where relevant, please give us a heads up when you have a PR moment so we can share with our network and be kept in the loop. Could you include Movement to Work in press releases and media interviews? Could you offer us a chance to contribute or comment?



AMPLIFY OPPORTUNITIES

Working alongside our employer membership, we create fantastic employability opportunities for young people across sectors and across the U.K.

We need partners to help promote and share these opportunities to ensure that young people who need them, get them. **Can you help?**





BIGGER PICTURE THINKING

For maximum impact can we join up on strategic, forward-planned comms opportunities?

- PR – thought leadership, opinion eds media opportunities and events, press releases, media sell-in
- GR – join up on government relations and share contacts.
- Photography and videography – create inspirational content featuring your leadership, young people, and mentors within your team, talking about MtW
- Pro-bono resource i.e. ad and marketing spend, product gifting or discount codes for network, volunteers, expert team time, access to celebrity talent

What can **we** do to help?

Movement to Work support

- **Talent platform:** We advertise our latest opportunities on the Movement to Work Talent Platform powered by GetMyFirstJob
- **Events:** Attend Movement to Work events providing opportunities to network, share best practice and learn from your peers.
- **Awards:** Showcase your organisation at our annual awards, shining a light on all the great work across the network.
- **Newsletters:** Use our mailing list to share your latest news across our network.
- **Blogs:** Have something to say? Submit a guest blog which we will feature on our social and digital channels.



Movement to Work support

- Feature you on our website and comms materials as a partner of Movement to Work
- Social and digital amplification of content
- PR platform – feature you in our media opportunities and invite you to speaking opportunities
- Offer data and supporting information
- Provide high quality brand assets and imagery
- Add credibility and endorsement
- **Creative support** – if you require additional creative, digital, PR, marketing or content support, we have in our network award-winning global creative agencies who are able to support new MtW collaboration projects at reduced costs. MtW can set up introductory brain storm meetings with our partner agencies and then projects can be scoped accordingly.



MTW Youth Ambassadors

Since 2020, we have formed a group of young people who are ready and willing to join the fight against youth unemployment. These are people who have overcome barriers to work and are now passionate about helping more people do the same.

The role involves taking part in Movement to Work events, sharing your story with fellow young people, your communities, youth outreach organisations, and UK businesses, and even through local, national and digital media.

If you have candidates to put forward, please let us know!

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We welcome your suggestions and we look forward to hearing from you.

Thank you!

