

## **Port Skills Group 13 September 2023**

### **Group A: Careers outreach – Engaging with schools and colleges**

#### **Facilitator: Vanessa Mann, Harwich Harbour Authority**

- Influencers Gen Z
- Interlink with further education
- Link with other organisations
- 'Day in the Life' social media
- Work experience
- Showcase what we do
- Apprenticeship level 5
- Career paths - in schools
- Strategy for attraction
- Make roles meaningful
- Generation challenges
- Engage schools in Not Going to Uni

Career influencers – who in ports? On socials all the time

Strategy for careers

Join forces with other ports and harbours

Share school leavers – rotate around ports (working group could co-ordinate?)

Ambassadors (Addition: Maritime UK has an ambassador programme so ports could put people forward to that too)