



Department
for Education

Early Years Educator Apprenticeships

Recruitment campaign - toolkit

Sept-Dec 2023

Early Years Educator Apprenticeships – recruitment campaign

Introduction

The Department for Education has recently launched a digital and social media campaign promoting Early Years Educator apprenticeships. It aims to encourage people to consider training for a career in the early years and childcare workforce in anticipation of the extended entitlements being introduced from April 2024. This campaign is the start of a long-term communications drive to encourage people across the country to consider and then apply for a role in early years/childcare. It precedes a national recruitment campaign which will launch in early 2024.

Background

As part of the Spring Budget 2023, the Government announced large-scale reforms to significantly increase the number of parents entitled to funded childcare support. By 1st September 2025, all working parents of children from age 9 months will be eligible for 30 hours of childcare.

More information on the changes coming to 30 hours childcare support in England and Universal Credit for Childcare in England, Scotland, and Wales can be found here: [Childcare Choices | 30 Hours Free Childcare, Tax-Free Childcare and More | Help with Costs | GOV.UK](#)

Your support

This toolkit provides **social posts and assets** for you to download, print or share with your stakeholders and to help with your promotional and recruitment needs.

We would be grateful for your support by using the **downloadable resources** in this toolkit to promote the campaign through your channels. Please also **share this toolkit** with your partners who may have an interest in signposting this information.

If you have any questions or comments on the campaign, **please contact:**
external.affairs@service.education.gov.uk



Campaign overview

This is the first phase of a sustained campaign to support people into the early years/childcare sector.

Phase one will run until early December 2023 and will be followed up by a larger scale multi-media campaign from early 2024.

The focus of this campaign is to raise awareness of Early Years Educator apprenticeships, showcase how varied and rewarding a career in early years and childcare can be, and highlight the added benefits of the Level 3 apprenticeship route.

These adverts have been developed to address the motivations and overcome the barriers the target audience may have and are designed to appeal to segments who are more likely to consider a role in the sector, these are:

- **young people** (with a bias toward 16-24 year old females)
- **mothers** (31-44 year old mothers of school-aged children)

All campaign advertising will signpost to the [Early Years Educator \(apprenticeships.gov.uk\)](https://www.apprenticeships.gov.uk) page, where those interested can find out more about Early Years Educator apprenticeships. It contains up-to-date information on entry routes and guidance for people seeking a career in the sector.



Downloading the social assets

We have produced a selection of social media graphics with accompanying messages that you can download and use on your own channels. When using them please **tag us** using: @educationgovuk #EarlyYearsApprenticeships

Creative
aimed
at young
people



Creative
aimed
at mothers



[Download the assets here](#)

Supporting messaging



Please feel free to use the below supporting messaging when recommending Early Years Educator apprenticeships:

- Be somebody children look up to and earn as you learn valuable leadership, communication and planning skills.
- Spark children's imaginations and make a difference to their development, while you earn as you learn.
- Earn as you learn valuable skills in a fun environment, while advancing your professional development.
- Connect with children and learn valuable skills while getting paid, with an early educator apprenticeship.
- Build on your experience as a parent and earn as you learn valuable skills, with an early educator apprenticeship.
- Build on your experience as a parent and earn as you learn valuable skills.

And please signpost the apprenticeship web page: [Early Years Educator \(apprenticeships.gov.uk\)](https://www.apprenticeships.gov.uk)

Case studies – downloadable PDF:

You can also download a recruitment guide which contains [case study stories](#) from apprentices, talking about their experiences as an Early Years Educator. They share what they enjoy most in their job, how they've progressed in their career and the support they've received. It also has a breakdown of further information and how to apply. This guide can be used by providers who are recruiting to showcase the apprenticeship route.

MEET SOME APPRENTICES



MEET ERIN...
who loves seeing the children she works with progress.



MEET JESS...
who's apprenticeship has helped her build confidence.



MEET JACK...
who enjoys getting a real insight into a nursery setting.

[Download the case studies guide here](#)

DfE social media

As well as posting on your channels, whether with your own content or the provided assets, you can also share and support content from our channels, which are:



Facebook: www.facebook.com/educationgovuk



Instagram: www.instagram.com/educationgovuk



X (Twitter): twitter.com/educationgovuk

Thank you for your support.