



Communications Guide

Contents

- 1. Introduction**
- 2. Roles & Responsibilities**
- 3. Glossary of terms**
- 4. Branding**
- 5. Audience**
- 6. Customer Profiles**
- 7. Style Guide**
- 8. Case Studies**
- 9. Mailboxes**
- 10. Social Media Channels**
- 11. Newsletter**

1. Introduction

As part of the [Discover Work Strategy 2022 – 2027](#) and the [Discover Work Action Plan 2022 - 2027](#), Discover Work Partnership has developed this guide to support partners in a coordinated approach to interacting with our audience.

This document aims to provide:

- A guide to various terms used in employability services
- Define the roles and responsibilities of partners in relation to communications
- Customer profiles to inform our approach to communications
- A style guide and examples of suitable communications
- Contacts and useful links to resources

2. Roles & Responsibilities

Agreed roles and responsibilities relating to Communications including the Discover Work website, email accounts and social media:

Roles	Responsibilities
<p>Discover Programme Management Office (PMO) Work Office</p>	<ul style="list-style-type: none"> • Be accountable for the primary content of the Discover Work website and to ensure that it meets the needs of all stakeholders • To engage all stakeholders and lead the collation of information to populate the primary content of the website • To regularly review and propose updates to the primary content of the website and other communications channels ensuring they continue to be relevant and as up to date as possible • To work collaboratively with Dundee & Angus College (host organisation) when requesting updates to the structure and primary content of the website • To actively promote the use of the Discover Work website and other communications channels by all stakeholders • Governance on the appropriate use of the Discover Work branding • To work collaboratively with Discover Work Partners to ensure the primary content of the Discover Work website and other channels are regularly reviewed and updated with relevant content • To share information sourced via Discover Work Partnership on the Discover Work website and other communications channels • To train and/or upskill colleagues involved in the development, maintenance and monitoring of the Discover Work website, inboxes and other communications channels
<p>Provider Group (i.e. Delivery Partners / Providers)</p> <p>All organisations who deliver employability support in the City</p> <p>LEP member organisations</p> <p>Main Contacts: Service Managers; Project Co-ordinators; Project Delivery Staff; Business Support Staff</p>	<ul style="list-style-type: none"> • To use the Discover Work branding in accordance with the guidance provided in the Communications Plan • To provide content for inclusion in Discover Work Work website and other channels – e.g. information on services, opportunities, vacancies and case studies • To ensure their own communications channels follow Discover Work channels • Tag Discover Work channels in relevant posts to be shared • Share Discover Work emails, posts and reposts that are relevant to their service • Contact Discover Work PMO for support for communications i.e. developing case studies and other content

3. Glossary of terms

Term	Description
Customer	<ul style="list-style-type: none"> • People who access Discover Work / employability services to improve their employability skills, secure a job and / or progress in the workplace. • Similar / Related / Interchangeable Terms: client; citizen; claimant; learner; jobseeker; student; unemployed person; jobless person; workless person; participant
Employer	<ul style="list-style-type: none"> • Businesses and organisations employing Dundonians or providing training opportunities. Some Employers are eligible for support from Discover Work, including training opportunities and recruitment incentives.
Provider	<ul style="list-style-type: none"> • The organisations involved in the delivery of services in employability arena Similar / Related / Interchangeable Terms: Delivery Partner; employability provider; service provider; partner
Discover Work	<ul style="list-style-type: none"> • Dundee's Local Employability Partnership. Multi-agency approach to the development of shared objectives, the alignment of efforts and the commitment of resources relating to employability. Members include Skills Development Scotland, Dundee and Angus College, Department for Work and Pensions, Dundee City Council, Dundee & Angus Chamber of Commerce, Dundee Volunteer & Voluntary Action (Third Sector Interface), Developing the Young Workforce, Dundee Health and Social Care Partnership, NHS Tayside, Business Gateway and Social Security Scotland.
Discover Work Programme Management Office (PMO)	<ul style="list-style-type: none"> • Multi-agency team hosted by Dundee City Council with responsibility for strategic developments, policy, governance, funding, commissioning, programme management, performance monitoring, reporting & adherence to requirements of external funders.
Discover Work Services	<ul style="list-style-type: none"> • The Discover Work Service represents all employability support available in Dundee • Similar / Related / Interchangeable Terms: Employability Services, Employment Support Services, Skills for work programmes
Dundee Partnership	<ul style="list-style-type: none"> • Dundee's Community Planning Partnership (CPP) - CPPs provide a local framework for initiatives and partnerships in economic development and community services. Members include: Dundee City Council, NHS Tayside, 3rd Sector Interface, Police Scotland, Scottish Fire & Rescue, Abertay University, Dundee University, Dundee & Angus College, Leisure & Culture Dundee, Dundee & Angus Chamber of Commerce, SDS, DWP, TACTTRAN & others.

Practitioner	<ul style="list-style-type: none"> • Employee involved directly in delivery of service which engages clients in some form of employability • Similar / Related / Interchangeable Terms: Key Worker; Delivery Staff; Front-Line Staff; Work Coach; Job Coach; Employer Engagement Officer; Careers Advisor
Employability Support	<ul style="list-style-type: none"> • Support that is available to Customers to meet their aspirations. • Similar / Related / Interchangeable Terms: services; training; provision; interventions; initiatives; offers; programmes
Stakeholder	<ul style="list-style-type: none"> • Organisations/Individuals who have an active interest or 'stake' in a particular issue Similar / Related / Interchangeable Terms: funder; service delivery partner; health professional; policy maker

4. Branding

All publications produced for Discover Work should include the official logo. If you have any questions or feedback about branding, please email partnership@discoverwork.co.uk

Discover Work Logo:



3.2 Fonts & Colours

All publications and materials produced, including training materials should be as accessible as possible, meaning high-contrast and simple, printer friendly designs should be utilised.

'Open Sans' and 'Calibri' are easy to read fonts available on all platforms and should be used for Discover Work documents and publications at a size no less than 9pt.

Below are the colours and codes for creating Discover Work publications:

Colour	RGB	Hexcode
Blue	0, 143, 187	#008FBB
Light Gray	217, 217, 217	#d9d9d9
Black	0, 0, 0	#000000
White	255, 255, 255	#ffffff

5. Audience

Discover Work Services are for all Dundee residents, organisations and businesses who need them. However, when we communicate with customers, we should understand their potential circumstances and keep in mind the barriers to employment they may face.

Customers

People who are not in work or underemployed and experiencing poverty may be experiencing a range of barriers to employment. When creating content like flyers and social media posts, make sure it is accessible for people with experience of:

- Disabilities and health conditions
- Literacy and numeracy challenges
- Long-term unemployment and exclusion from work
- Limited computer and technology skills
- A family or community with poor links to the labour market
- Feeling excluded from the job market because of age, gender, ethnicity, etc.

Employers

Feedback from stakeholders indicates that employers are often confused by the employability landscape and would prefer a clear offer from a single source. Discover Work aims to address this by offering:

- Streamlined and coordinated approach to employer engagement for businesses in and around Dundee
- Access to labour pool via our network
- Bespoke training opportunities
- Recruitment incentives for priority groups
- Publicity opportunities through case studies and events

Providers

Discover Work aims to support employability and related service staff to understand the city-wide employability offer. In communicating with colleagues we aim to:

- Encourage joined-up working between agencies by highlighting best practice and opportunities for key workers to make referrals
- Support staff and key workers by sharing training opportunities and resources across our partnership and beyond

6. Customer Profiles

The following profiles represent potential Discover Work customers from our target groups. They are not based on any individuals but include common circumstances for people living in Dundee.

Customer Profile 1

- Customer is 55 years old, lives alone in the North East ward of Dundee in privately rented accommodation
- Has a UK driving licence and previously held an HGV licence
- Has 4 qualifications from school (highest at SCQF Level 4) and expired industry qualifications
- Worked in last long term job over 10 years ago. The job was physically demanding and Customer feels it contributed greatly to chronic health conditions
- Worked in a range of temporary jobs, not sustaining for more than 3 months
- Customer's health conditions include sciatica, sleep apnoea, insomnia and depression
- Likes working with people but is unsure what jobs are suitable for him
- Customer has used employability services several times since 2010 and has been on both voluntary and mandatory programmes
- Their views on employability services are generally negative but they speak highly of key workers who support them to solve problems
- Claims Universal Credit with housing and health elements

Customer's unique challenge: Customer's perception of the economy and labour market is negative due to bad experiences in temporary employment. To access the jobs that they really want, they will have to apply for and spend some time in jobs which are not necessarily attractive, exposing them to health issues and rejection for rewards that they feel are not worth this risk. The labour market has shifted substantially since they were in their last sustained employment and Customer finds it hard to imagine themselves in a service role, even though they are highly qualified and suitable for a range of well-paid positions if they had more recent experience.

Customer Profile 2

- Customer is a 36 year old single parent, living in the Lochee ward of Dundee with two children (aged 5 and 8) in public housing
- Has a range of qualifications from college and school (highest at SCQF Level 5)
- Has work experience in a service role, as well as in health & social care roles
- Last paid employment was 8 years ago
- Helps family members and neighbours everyday, managing a busy schedule
- Interested in finding a job in an office environment but is unsure where to start
- Has never used employability services before but has recently been asked to do more job searching by her DWP work coach
- Has experienced mental health issues on and off for most of adult life
- Claims Universal Credit with housing elements

Customer's Unique Challenge: Customer is willing and able to take up a range of jobs and opportunities, however their childcare and housing arrangements need careful consideration before taking next steps, as taking a job could have negative financial implications if not planned properly. Customer feels that they are better-off maintaining current circumstance as it provides for their children, often at the expense of future opportunities. Customer has a range of skills and competencies which would be useful in many jobs but sometimes feels that suitable opportunities are beyond their skillset. Training for a career is attractive and would fit with their current housing/benefits situations, but the officialdom is overwhelming.

Customer Profile 3

- Customer is 21 years old and living alone in supported accommodation (East End ward of Dundee)
- Has some experience of entry-level work, as well as sector specific knowledge and skills
- Has two qualifications from school (highest level at SCQF Level 3) and some units from incomplete qualifications
- Has never been in 'official' paid employment, only odd jobs and cash-in-hand work
- Has mandatory appointments with social work and community justice services to attend
- Lacks support from immediate family due to breakdown of relationships
- Has experience of the care system and finds it hard to trust professionals
- Has established a routine and more focus since leaving young offenders facility recently, would like to continue on the right path but lacks confidence to put themselves forward for opportunities
- Needs to plan future employment carefully around housing and benefit situation or risk becoming homeless

Customer's Unique Challenge: Customer is very practically minded and likes to know what to expect from services in simple terms. Their experience in the care system and other institutes has left them wary of professionals over-promising or making unrealistic commitments. They believe the job market is largely inaccessible to them because they have criminal convictions and are unsure how to approach the subject with potential employers. Their journey towards the full-time employment they seek may take several years, so planning and continuity will be important for staying on track.

Customer Profile 4

- Customer is 28 years old, living with their partner and one child, renting privately in West End ward of Dundee
- Currently studying a masters degree at university as an international student, are due to complete the course within 6 months
- Has an honours degree and completed two professional internships in their home country before moving to the UK
- Standard of English is high, but not their first language
- Has skills using computers, including industry standard software packages
- Has been trying to make ends meet by working in the 'gig' economy, making deliveries but is finding that it often does not meet their family's needs after expenses (fuel, insurance, road tax)
- Has applied for over 150 vacancies in the past year, been invited to 6 interviews and received no job offers in jobs they feel are relevant to their skills and experience
- Housing is expensive and they have issues contacting their landlord
- No access to benefits or other public funds
- Visa restrictions on the amount of hours that they and their partner can work

Customer's Unique Challenge – Although they have received some assistance to study in the UK in the form of student loans for tuition fees, this customer and their family are struggling to cover living costs in Dundee. They are less likely to know about the kind of public services available in the UK and how to access them. They face significant barriers to fair and stable employment, despite being highly qualified in their field. They need some help to understand the Dundee region's labour market and gain a recent UK reference for them to gain employment. Although their English is of a high standard, they may sometimes struggle to understand regionally accents, or be understood by those unfamiliar with theirs.

Customer Profile 5 (Employer)

- Employer is 60 years old and lives just outside of Dundee in Angus
- Owner/operator of small to medium sized business
- Has been working in their industry for 30 years and has a business for 10 years
- They have their own transport and membership to a professional body as required for their job
- IT literate and uses computers daily for their work
- They have worked at multiple levels within their industry, from entry level to owner/operator
- Has very rarely taken time off work
- Has experience with recruitment companies whom they feel are expensive and may provide unsuitable staff, but no experience working with employability providers or clients.

Customer's unique challenge: Employer finds recruitment and training staff to be time consuming and potentially expensive. They are generally open to hiring anyone with the right attitude and to pay a living wage, but feel constrained by their business needs to hire those with specific work experience. Experience with employability services is limited and they may feel that training opportunities are 'more hassle than they're worth'.

Customer Profile 6 (Manager)

- Manager is 38 years old and lives in Maryfield ward of Dundee with their partner and 3 children
- Manages a team of entry-level staff for a national company
- Has been working with their company for 12 years, working their way through several roles to achieve their current position
- They have limited school qualifications and extensive vocational qualifications (highest at SCQF Level 7)
- Manage social media accounts for their company, communicating with public
- Looking for opportunities to develop their team and find new talent that fit within their company's national structures
- Feels pressure to find diverse staff who will stay in their team but finds recruitment time consuming
- Would like to change the perception of their company in the community
- Looking for staff who have the right attitude, not concerned with qualifications and experience

Customer's Unique Challenge – Manager feels like they want to give something back to the community but working in a national company, they feel restricted in doing so. If they can 'sell' opportunities to their senior managers and directors with confidence, Manager will be happy to go the extra mile and create opportunities for those with barriers. At one time, Manager or someone they know experienced barriers to employment, so believe in our mission. Having limited time, they need clear asks from a single point of contact.

7. Style Guide

When communicating with the public on behalf of Discover Work, please adhere to the following guidelines:

- Use as simple language as possible and as few words as possible
- Use images, graphics, video and audio as much as possible
- Coordinate communications through the Discover Work Project Management Office via partnership@discoverworkdundee.co.uk
- Consider how those without digital access can be reached, for example posters, print and traditional broadcast media
- Seek guidance from Discover Work PMO if unsure how to create and broadcast information from your team

Our Audience, Customer Profile and Style Guide sections have been created in partnership with Dundee Fighting for Fairness and the Fairness Leadership Panel, absorbing the principles of Scottish Government 'No One Left Behind' policy. To gain further understanding of the principles behind our service and the policies driving our work, please use the following links:

[Dundee Fighting for Fairness Report 2021](#)

[Scottish Government 'No One Left Behind' Policy](#)

[Scottish Government Fair Work Practices](#)

6.1 Accessibility

For more detail on how to make your organisation's communication more accessible, please see the example of the Discover Work website's Accessibility Statement:

[Accessibility Statement - Discover Work \(discoverworkdundee.co.uk\)](#)

8. Case Studies

Discover Work will seek to promote the successes of all our partners across the city. To do this we need all partners to tell us about the work they are doing to help people. We wish to empower our partners to share their stories using the Discover Work branding and handles. To enable partners to promote and share successes from their work, Discover Work has supplied templates, as well as a function within the Programme Management Office.

Please email partnership@discoverworkdundee.co.uk for advice and to obtain templates.

As a general guide to creating case studies, here are the key elements you will need:

- A personal story, interesting piece of data, opportunity or announcement
- Permission from the customers or anyone mentioned in the case study
- Pictures, videos or other audio/visual elements to accompany text
- A description, free from technical or complicated language

9. Mailboxes

The Discover Work PMO operates mailboxes with the discoverworkdundee.co.uk domain names. The use of these mailboxes depends on the purpose of communication and with whom the contents of the mailbox are to be shared:

Contact@discoverworkdundee.co.uk (PMO) - Receives self-referrals from the [Contact Us](#) page of Discover Work website. This email address is also used for public-facing publicity including Academies and other opportunities where customers may wish to self-refer (i.e. a neutral point of contact). Initial enquiries to the service will receive replies from this inbox to establish their general eligibility for the service. Employers and providers may also engage with Discover Work via this inbox.

partnership@discoverworkdundee.co.uk (PMO) – First point of contact for employability providers and other partners contacting Discover Work. This address is used to send out group communications to our Distribution List and to coordinate partnership activity such as Transform Employability Group and Provider Group.

eri@discoverworkdundee.co.uk (PMO & Employer Engagement Officers) – Used to coordinate the Discover Work Employer Recruitment Incentive. PMO and Employer Engagement Officers have access to this account and action enquiries from employers.

10. Social Media

Discover Work aims to use social media platforms to promote employability and other relevant content to customers, partners and staff. As the local employability partnership, our aim is to collate and amplify the employability related content that is relevant to our customers and partners. A targeted selection of original content will be created on behalf of the partnership to highlight our strategic goals and progress.

Channels:

Linked In: <https://uk.linkedin.com/company/discover-work>

X: @DWSdundee

Facebook: <https://m.facebook.com/people/people/Discover-Work-Dundee/100083393949887/>

Youtube: @discoverwork4439

11. Newsletter

Discover Work PMO compiles employability news and case studies into a quarterly newsletter which is distributed via communications channels. If you would like to contribute to the newsletter, send your good news story or promotional material, along with photographs and or logos to **partnership@discoverworkdundee.co.uk**