

CITB Construction Industry Tasters



Marketing & Engagement capture

This document captures: the needs and preferences of the employer, Taster 1 content and aims, learner/candidate target markets (primary and secondary), key partners and CITB responsible contact, available collateral, other promotional channels.

1	Employer	McGee https://www.mcgee.co.uk/
2	Event	<p>Taster 1 – virtual session providing specialist construction sector and company insight 1 hour duration 6th Feb 2024 – 11am-12pm How to access the Event – there is a link to book on and also a link to directly access the online event via Eventbrite - Eventbrite link</p> <p>+</p> <p>Direct access to the event is here Event link (however, we prefer attendees to book via Eventbrite to enable us to track attendees)</p>
3	Employer objectives	<p>Attract people into the specialist engineering and civils industry; Identify potential candidates to interview for their graduate level Surveyor roles and apprenticeship roles including Engineering; Roles also include Design, Technical, Digital, Estimating, Demolition; They are always looking to attract more women into the industry and McGee.</p> <p>Have roles for 18+ year olds but also looking to engage with 16+ age group, particularly students on T Levels. Younger students at schools are welcome to attend this virtual taster.</p> <p>People residing any location in London and surrounding.</p> <p>See website for roles and routes into work at McGee including the traineeship programme Click Here</p>
4	Taster 1 content and aims	<p>Presentations: e.g., McGee L&D Manager, McGee site manager, McGee junior staff member</p> <p>Q&A interactive session</p> <p>Candidates logging onto the live session.</p>

		With CITB advisor support, colleges/referral partners will track all attending candidates and select some to progress onto an in-person 'Taster 2' site visit CITB advisors will work with colleges/referral partners to capture candidate feedback on the event
5	Preferred Target Candidates	<p>Engineering students Construction students Design, Maths, Science, IT students T Level students University students Women and girls</p> <p>People able to start a job / apprenticeship later this year. People keen on a higher engineering and surveyor jobs, apprenticeships, and courses, including L6.</p> <p>Schools can attend this online Taster 1 but there is no guarantee McGee would be able to facilitate school visits for younger age groups via this programme. (would require further discussion)</p>
6	Key Partners (CITB colleague to call and make direct contact to arrange and confirm attendance for suitable class/candidate cohorts)	<ul style="list-style-type: none"> • Colleges across London - engineering and construction, design, maths, science, IT departments • Colleges T Level classes (try this for a list of colleges delivering T Levels Engineering and Manufacturing - T Levels City & Guilds (cityandguilds.com)) • Universities e.g., LDE UTC, London South Bank University, other universities with engineering and mechanical and design departments • Employment & Skills Hub's referrals / partners e.g., Mayor's Hub, Green Hubs, Careers Hubs • Women into Construction • Girls Schools in your patch, 6th form preferably (direct or via the GLA Careers Hub coordinators) – your local contact
7	Other Partners (CITB contact to share marketing collateral, respond to interest, follow up where appropriate, arrange class/candidate attendance where possible)	<p>Construction Youth Trust – your local contacts Other Referral Partners who might have people on their books keen to be surveyors and civil engineers.</p>
8	Collateral	McGee Taster flyer/s

9	Other promotional channels	LinkedIn – individual CITB colleagues Events attending prior to Taster 1 – individual CITB colleagues Talent View
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