

# Inspire Video

Thank you for volunteering to record a video to help inspire a young person to find out more about your job role and business/organisation.

The aim of these videos is to inform and inspire young people about the opportunities locally, the skills sought by employers and help clarify the relevance of their education to the world of work.

To maximise the impact of the content they will be used through SEMLEP, Aspire Higher and Careers Hub Luton in local schools and colleges.

Please use the following guidance to record your video:

- The videos should be 5 - 10 minutes in length.
- Repeat the question within your answer.
- Address your answers to a single person.
- Leave a short 2 second pause after each section.
- Record either against a plain background or corporate backdrop.
- Ensure there is no or very little background noise.
- Record in landscape.
- Be upbeat and positive.
- Remember this is for young people aged 11 to 14 so use appropriate language and avoid business jargon and acronyms or explain them if unavoidable.

During the video, please could you answer the following questions:

1. Introduce yourself, job title, your company/organisation (if appropriate) and the sector/industry. Please use the format "Hi, my name is..... and I am a ..... working for ..... in the .....sector".
2. What is your job?
  - a. Give an outline of your job (including your main objectives and/or what you contribute to the business or organisation)
  - b. What you do on a day-to-day basis?
  - c. Why did you choose this career?
  - d. What skills are important for the job? (include transferable and/or technical)
  - e. What digital skills do you need in your job? (MS Office, programming, etc)
  - f. What do you enjoy about it?
3. Can you tell us about your career path including your educational route (e.g. via College/Apprenticeship/University/Direct into employment)?
4. Are any qualifications essential for your role?
5. What subjects at school that would be useful in your job?
6. What careers advice would you give someone at secondary school right now? (this could be something that you wished you had known while at school)

To send your video, we would recommend using WeTransfer: [wetransfer.com](https://wetransfer.com). The site is completely free to use to send files up to 2GB. Please send the files to [paul.thompson@semlep.com](mailto:paul.thompson@semlep.com).