

**That's what
teaching
taught me.**

University Toolkit

This toolkit provides you with greater detail of the Scottish Government's teacher recruitment campaign, and highlights all of the ways in which universities can support it.

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Campaign Overview

A career in teaching is one that's filled with variety, innovation and rewarding moments. Most importantly, it comes with the opportunity to never stop learning, and to make a real difference to Scotland's future.

The Scottish Government aims to work with universities across Scotland to ensure that the country's workforce of teachers continues to grow and diversify, by opening students' eyes to everything that this fulfilling career has to offer.

To gain a deeper understanding of what it's really like to pursue a career in teaching, we reached out to a large group of teachers across Scotland. Following this research, we found that the main sources of job satisfaction came from the rewarding moments that teachers experience on a daily basis.

From the moments of friendship in the staff room, to that **'lightbulb moment'** when a pupil achieves something new, teachers are fuelled by the everyday reminders that they are doing **work that truly matters.**

And so, our campaign, *That's What Teaching Taught Me*, aims to challenge perceptions and encourage current students to consider a career in teaching by showcasing these moments.

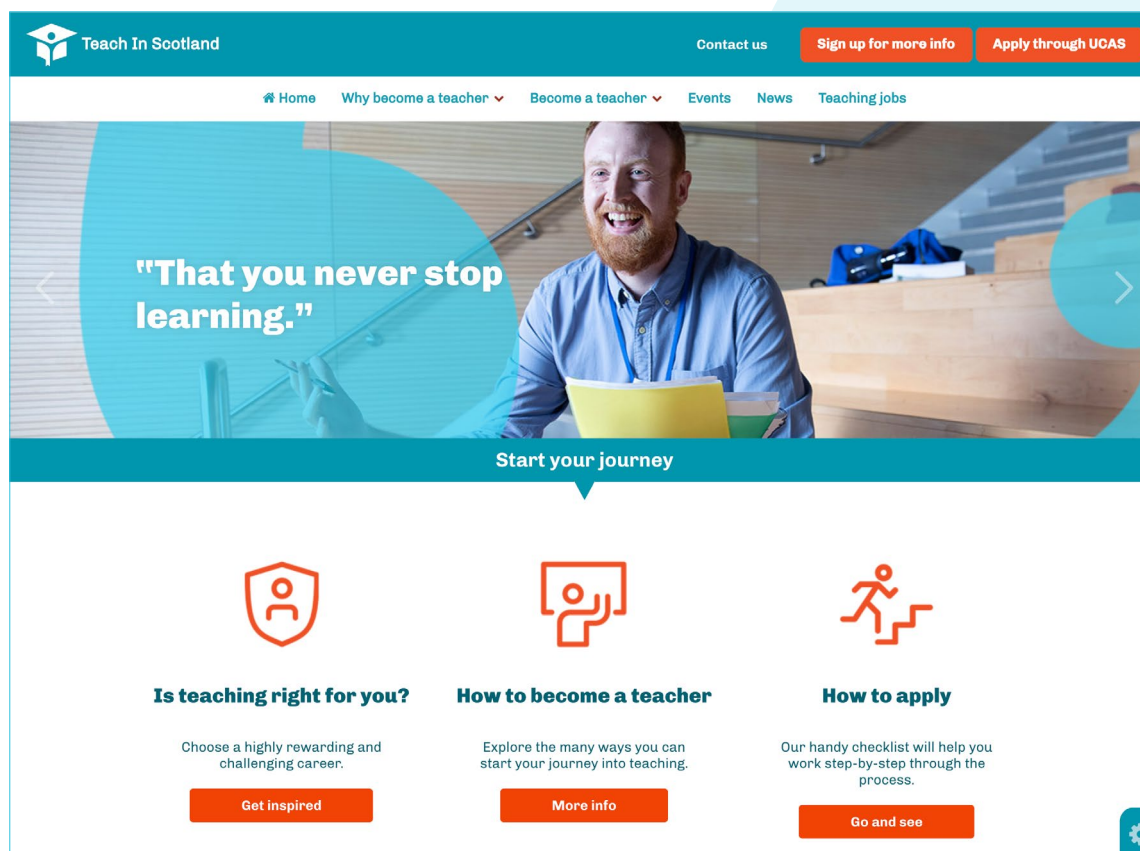


Website Overview

The campaign website teachinscotland.scot features a whole host of insightful content and resources developed to inform young people and get them excited about a career in teaching.

Some of these resources include:

- ◆ Events & podcasts
- ◆ Guide on how to become a teacher
- ◆ Benefits of being a teacher
- ◆ Case studies and stories from current teachers
- ◆ Information about funding and fees
- ◆ Quiz - What kind of teacher would you be?



How you can support the campaign

The primary goal of this campaign is to engage and recruit a diverse range of fresh thinkers who are hungry to learn and share knowledge. You can help us to do just that.

As a university, you are in constant communication with students, and so you can reach them in ways that we can't. That's why we're asking universities to spread the campaign message through platforms such as:

- ◆ Social media channels
- ◆ University Intranet
- ◆ Emails and letters
- ◆ University E-Magazines

The next page of this toolkit will take you through the digital assets available for you to share with your students.



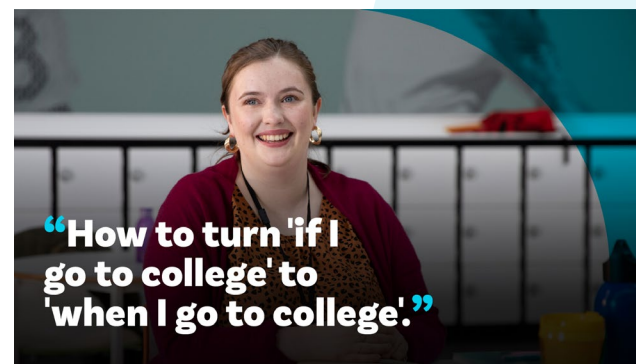
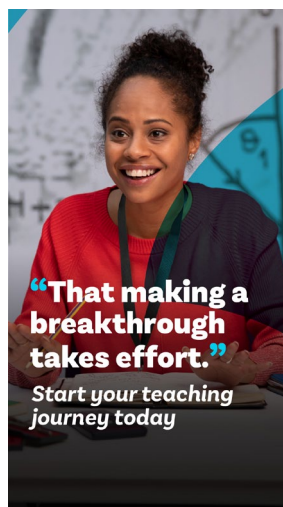
Digital Campaign Assets

As mentioned on page 5, we have created a number of digital and printed assets which are listed below for you:

- ◆ Social media assets and copy
- ◆ Intranet asset - image and copy
- ◆ Newsletter copy
- ◆ PDF flyer
- ◆ PDF poster

These assets will help you to spread the campaign's message across your channels and platforms.

 [Download Assets](#)



Get in touch

Thank you for supporting a campaign that will provide students with a truly rewarding career option and ensure that future generations reap the benefits of a diverse and dynamic education.

If you support this campaign by sharing our digital assets, we ask that you please let us know.

Any questions, or if you require further information or assets, please don't hesitate to get in touch at SGmarketing@gov.scot.

