

LESSON 4



PLANNING A JOB ADVERTISEMENT

Learning Intentions

- You will plan a job advertisement
- You will choose group roles

Success Criteria

- You have chosen roles for each person in the group
- You have planned your advertisement

Resources provided

- PowerPoint
- Job Advertisement help sheet
- Job profiles
- Word bank

Resources needed

- Pens and paper
- Hand-held devices such as tablets or phones for filming, if required





INTRODUCTION - 10 MINUTES

Share the learning intentions and success criteria for the lesson with learners (see PowerPoint).

Talk to learners about what a job advertisement is. Read through each stage of the Job Advertisement help sheet with learners to ensure they understand what is to be included.

The PowerPoint provided shows previous entries- you and your learners might be surprised and inspired by some of the innovative ideas available to look at.

Visit

<https://www.bing.com/videos/search?q=step+into+the+nhs+competition+entries+you+tube&FORM=HDRSC3>

for a playlist of previous examples if you would like to see even more. This link is also available at the end of the PowerPoint.



PLANNING YOUR ADVERT - 25/30 MINUTES

Last lesson, learners completed their own Job Description template. This lesson, they will work in pairs/small groups and should choose ONE job to advertise. (They could work as individuals on their own advertisement). This should be based on one of the job description templates completed previously.

Split class into pairs/groups and/or individuals.

Learners should create an advert which will engage, interest and be delivered through the most appropriate platform to catch the attention of their peers.

Learners can now work through the Job Advertisement Guidance.

Learners may also want to create drawings to go alongside these plans. Learners should end up with a visual/written plan for their advertisement. This could be in any appropriate format e.g. mind map/ PowerPoint/storyboard etc.

During this activity, pupils should;

- Discuss and agree on ONE job to advertise (this should be one of the jobs they have previously created a job description for)
- Discuss and agree roles for each person (in a pair/group) when producing the advert
- Discuss and agree the format for the advert
- Discuss and agree the information to be included in the advert



ADVERT PRESENTATIONS – 15 MINUTES

Plans can be presented back to the class and/or used as guidance for the final advert.

If time allows, other individuals/pairs/groups could comment and feedback on these plans.

Revisit success criteria.



LEARNING INTENTIONS FOR LESSON 5

Next lesson – learners will create job adverts

