

LESSON 5



CREATING A JOB ADVERTISEMENT

Learning Intentions

- You will use your knowledge of NHSScotland to design a job advertisement to appeal to young people

Success Criteria

- You have created an effective job advert for young people

Resources provided

- PowerPoint

Resources needed

- Pens and paper, perhaps hand-held devices such as tablets or phones for filming
- Job Advert plans, job profiles from previous lesson



INTRODUCTION - 5–10 MINUTES

Share the learning intentions and success criteria for the lesson with learners (see PowerPoint). You might complete this final lesson in one period or you may need more time.

Split learners into their groups and make sure they have access to the plans from last lesson and the NHSScotland job profile.

Learners will begin creating the advert they have pre-planned as individuals, pairs or in small groups.



CREATING – 30 MINUTES (PLUS EXTRA TIME IF REQUIRED)

30 minutes has been allocated. However, it is likely that learners will need more time to complete their adverts. Therefore the following steps i.e. presentations and conclusion may need a further lesson to complete.

Learners should remember that they are trying to create an advert which appeals to people their own age, and to make these careers as attractive and interesting as possible.



ADVERT PRESENTATIONS - 30 MINUTES

When all adverts are complete, learners can present them to their peers as appropriate.



CONCLUSION – 20 MINUTES

Refer to slides 4,5,6,7 and 8.

Remind learners of the JFK and the Janitor story from Lesson 2. Remind and re-focus learners around the important message that every job role with NHSScotland is crucial.

When you have completed all 5 lessons, please ask pupils to fill in the lesson evaluation questionnaire.

