



Develop your  
future talent, now

Directions



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## CHANGE THE CHANNEL

Directions offers employers in finance, accountancy and financial services the opportunity to inspire people to think about starting a career in the industry.

Specifically designed to educate and excite future talent about the opportunities on offer, Directions offers an industry-led solution, communicating entry points to a career in the sector.

Your employer channel on Directions takes you directly into the school, college and university markets and enables you to engage with your future talent now.

## ABOUT DIRECTIONS

Directions offers one online single entry point: delivering regular, direct communication to young people, their teachers, careers advisers and parents targeted to their geographic locations, across the UK.

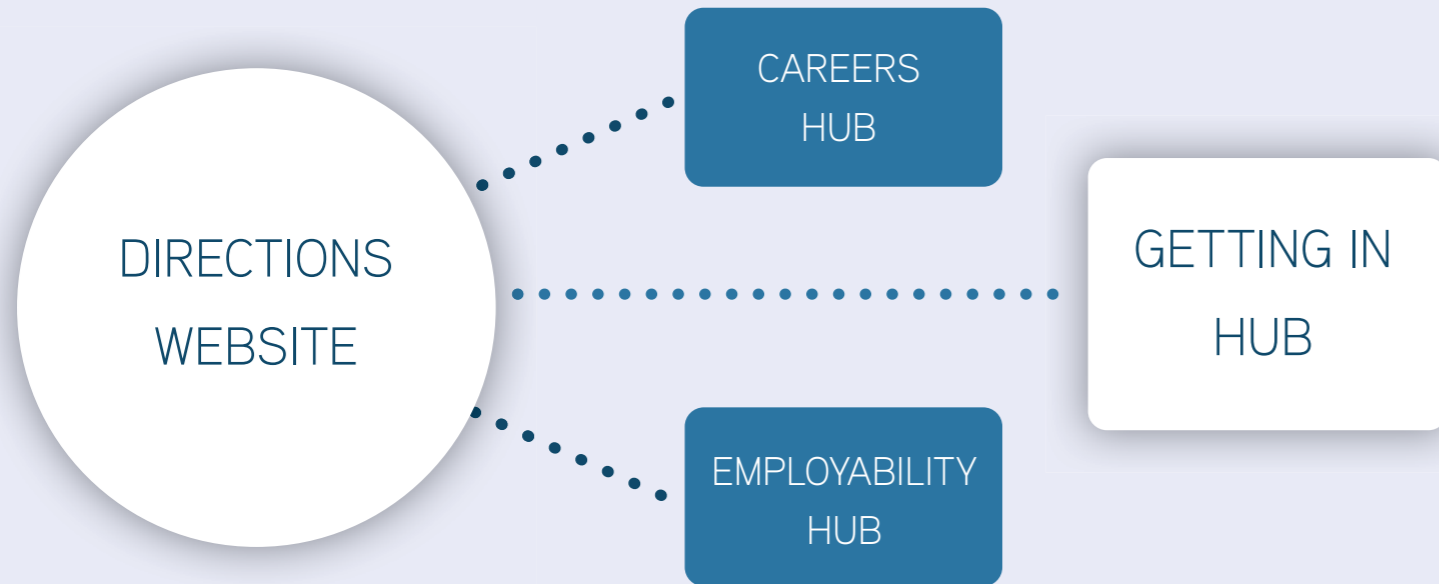
We help facilitate their firsthand experience of the world of work in our sector; providing access to opportunities, developing their understanding of the skills and behaviours that firms want, and help start building crucial relationships with their future employers.

At its core, Directions online and its wider service of events and outreach into education, enables students to move from exploring career options, to using information in an innovative way to help them make career decisions and find relevant work placement and employment opportunities. Your own channel to a vast and diverse audience.



# HOW IT WORKS

The Directions online service offers three media rich hubs designed to paint a comprehensive picture of what working within the industry is like.



## CAREERS HUB

By educating, exciting and informing people about our sector, the careers hub provides an introduction to the industry, its career paths and essential information on skills, qualifications and entry routes. This includes 70 job profiles and film case studies.

## GETTING IN HUB

This hub enables people to understand how to step into the industry, and signposts to work experience, post school & college programmes, apprenticeships, internships and graduate scheme opportunities. Through Employer Channels, firms communicate their offer to their audience.

## EMPLOYABILITY HUB

Demonstrating the skills that employers want from new entrants, the employability hub enables people to enter the world of work understanding what it means to operate in a professional environment.

## THE EMPLOYER CHANNEL

Your personalised channel comprises of dedicated sections for the introduction of your firm and your entry opportunities. Through the use of film, you communicate your culture, values and the type of people you want to attract. Providing an overview of each of your talent attraction programmes, you are able to promote your offering alongside other firms so that the user has a one stop shop to access career opportunities and build up crucial relationships with employers in the sector.

Entry Point	Cost	
Work experience	Package One Schools Market: £5,000	Package Three Dual Markets: £6,500
School leaver programme		
Apprenticeship		
Internships	Package Two University Market: £3,000	
Graduate		

Firms with a small and specific attraction need can purchase single entry points.

Please contact us if you would like to discuss this further.

## IN ADDITION

In addition to a channel on Directions, you will also receive our work experience toolkit which includes:

- How to get business buy-in
- Examples of templates and timetables for programmes
- Practical activities for students
- Best practice guidelines

As part of our wider Directions service, you will also be invited to attend events into schools, colleges and universities promoting our sector and your firm.

Through our strong relationships with schools, colleges and universities, we will communicate your programmes to your target geographical locations, bringing new talent to you.

## SPEAK TO

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“ PWC is a people business and it’s vital to our continued success that we attract the best talent coming out of UK education, irrespective of background, and the Directions portal is an ideal means of tapping into that market for us. ”

**RICHARD IRWIN**  
HEAD OF STUDENT RECRUITMENT, PWC