

# FUTURES FOR ALL



Work Experience Finder



## Ready to make young talent rush to apply?

Read our work experience  
**Advert Writing Guide.**

**14-19-year-old students are notoriously hard to reach**, with lots of digital interference and short attention spans. They spend hours online every day, expect instant gratification and may know nothing at all about careers in your industry or your organisation. So, when they're bombarded with 100s of ads, **what will make them want to read your opportunity and then choose to apply?**

## 3 steps to a successful advert

01

### Write a knockout headline

When writing a standout headline for a work experience advert aimed at young people, keep it short with no more than 8 words and stick to the set character count. Make it catchy, memorable, and crystal clear.

**Your goal is to spark instant interest with something so compelling that they'll want to apply right away.**

02

### Write a concise description

To write a snappy description for your opportunity, include a clear title with your business name and placement type in a short, engaging overview. Outline what students will do on the placement, highlight key skills they'll gain, and briefly introduce your organisation.

**Keep it focused, informative, and to the point.**

03

### Do a quick clarity check

Before you publish, do a quick clarity check **by re-reading your ad with your 'young person hat' on**. Ask yourself: Will the headline spark interest? Is the overview clear, and does it have a strong hook? Is the placement easy to understand, even for a novice? Are the benefits clear? If yes, you're on your way to applications from young talents.

## Headline examples:

Your 'make a soundtrack' experience

Level up your tech skills at CodeCamp

Make visual effects, spark your imagination

## Advert example:

**Your RAF career's ready for take-off!**

with Royal Air Force Museum

### Overview:

#### Get in-person work experience at RAF Museum Crosford

Join the RAF team to discover the fascinating story of the Royal Air Force. This exciting placement offers you the chance to learn about our amazing collection, gain hands-on experience in a museum environment, and work alongside friendly staff and volunteers. You'll be part of a team that helps bring the RAF's story to life for visitors from around the world.

### What you'll be doing:

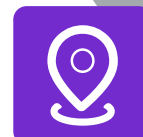
During your placement at RAF Museum Crosford, you'll actively support daily museum activities, assist with visitor engagement, and gain firsthand insight into how a museum operates. You'll also have opportunities to ask questions and learn directly from experienced team members.

### Skills you'll gain:

You'll develop valuable skills like teamwork, communication, and customer engagement, while gaining practical experience in a museum environment. This placement will boost your confidence, deepen your knowledge of history and heritage, and prepare you for future career opportunities.

### About the Royal Air Force Museum:

The Royal Air Force Museum preserves and shares the remarkable story of the RAF, inspiring visitors worldwide. At RAF Museum Crosford, we're passionate about history, education, and community, offering a unique and welcoming environment for young people to learn and grow.



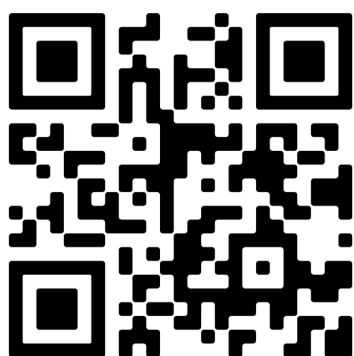
In-person



Remote



Hybrid



## Need help with your advert?

You will use our online portal to list your exciting opportunity on our Work Experience Finder. Whether you need ad-writing support or technical assistance, please e-mail our team: [support@futuresforall.org](mailto:support@futuresforall.org)

Visit [futuresforall.org](https://futuresforall.org)  
or scan to get started