

Why English matters

Have you ever considered where studying English can take you?

Today, we'll be exploring some of the career opportunities that are available to you, as well as the various pathways you can take to get there.

What careers can you think of that use English?

What do you think these roles involve (daily task, etc.)?

What skills do you think you might need for these roles?

Explore a career as a...

Here are some example roles and careers linked to English



Junior Copywriter

[BBC Bitesize Video](#)



Senior Content Executive

[BBC Bitesize Case Study](#)



N.B All roles and careers will involve application of what you are learning in English!

**Here are some
example roles
and careers
linked to
English**



Solicitor

[BBC Bitesize Profile](#)



Personal Assistant

[BBC Bitesize Profile](#)



Writer

[BBC Bitesize Video](#)

Where can English take you Pathways at 16

Example Post 16 Routes

- A-Level English Language
- A-Level English Language and Literature
- A-Level English Literature
- BTEC Creative Media
- T level Education & Childcare

Apprenticeship Ideas

- Journalist
- Public Relations Assistant
- Speech & Language Therapist Advanced
- Clinical Practitioner
- Publishing Assistant
- Customer Services Practitioner
- Advertising and Media Executive

An infographic with a pink and purple background. At the top, it says "ENGLISH WE'VE GOT THE APPRENTICESHIP FOR YOU!". Below this, there are four categories of apprenticeships, each with an icon and a brief description: Junior Journalists (newspaper icon), Digital Marketers (megaphone icon), Chartered Managers (briefcase icon), and Recruitment Consultants (magnifying glass icon). A "MORE INFO" section is also present. At the bottom, it says "Brought to you by National Apprenticeship Service" and "Visit apprenticeships.gov.uk to find out more".

ENGLISH
WE'VE GOT THE APPRENTICESHIP FOR YOU!

JUNIOR JOURNALISTS
bring people the news and information from their community, town or city and from around the world using a combination of words, pictures and moving images.

DIGITAL MARKETERS
use online and social media platforms to design, build and implement campaigns and drive customer sales.

CHARTERED MANAGERS
take responsibility for long-term organisational success, the management of people, projects, operations or services.

RECRUITMENT CONSULTANTS
attract candidates and match them to temporary or permanent job positions with client companies.

PUBLIC RELATIONS (PR) ASSISTANTS
build, protect and maintain a positive reputation for brands, organisations and individuals.

MORE INFO

There are many other apprenticeships you might be interested in:
Journalist, Broadcast Systems Operator, Speech & Language Therapist, Advanced Clinical Practitioner, Publishing Assistant, Customer Services Practitioner, Advertising and Media Executive and many more!

Brought to you by
National
Apprenticeship
Service

Visit [apprenticeships.gov.uk](https://www.apprenticeships.gov.uk)
to find out more.

Where can English take you

Pathways at 18

Example Degrees:

- English Language/English Literature
- English and Comparative Literature
- Creative Writing
- English Studies and TESOL
- Journalism
- Law

Apprenticeship Ideas

- Journalist
- Public Relations Assistant
- Speech & Language Therapist
- Advanced Clinical Practitioner
- Publishing Assistant
- Customer Services Practitioner
- Advertising and Media Executive



An infographic with a pink and purple color scheme. At the top, it says 'ENGLISH WE'VE GOT THE APPRENTICESHIP FOR YOU!' with the Apprenticeships logo. On the left, there are five icons: a notepad, a megaphone, a speech bubble with a question mark, a magnifying glass, and a graduation cap. Below these icons is a 'MORE INFO' button. On the right, there are four bullet points describing apprenticeship roles: Junior Journalists, Digital Marketers, Chartered Managers, and Recruitment Consultants. At the bottom, there is a box titled 'There are many other apprenticeships you might be interested in:' listing various roles like Journalist, Broadcast Systems Operator, etc. At the very bottom, it says 'Brought to you by National Apprenticeship Service' and 'Visit apprenticeships.gov.uk to find out more.'

Here are three key skills needed for a career that uses English.



The oral transmission of information or ideas

Video

[Watch here](#)

Skills Builder Resource KS3

[Short Lesson Speaking Step 6-8](#)

Skills Builder Resource KS4

[Short Lesson Speaking Step 8-10](#)



The receiving, retaining and processing of information or ideas

[Watch here](#)

[Short Lesson Listening Step 6-8](#)

[Short Lesson Listening Step 8-10](#)



The ability to set clear, tangible goals and devise a robust route to achieving them

[Watch here](#)

[Short Lesson Aiming High Step 6-8](#)

[Short Lesson Aiming High Step 8-10](#)

English Homework Task

Understand where English can take you by completing this exercise.

My Learning, My Future  **THE CAREERS & ENTERPRISE COMPANY**

Where can studying English take you?

Name: _____ Tutor group: _____

Draw a line from the job to the correct character and write which book they are from.

Farmer	Dr Frankenstein Character from _____
Police Officer	Eva Smith Character from _____
Scientist	Atticus Finch Character from _____
Business Owner	Lennie and George Characters from _____
Shop Assistant	Inspector Goole Character from _____
Lawyer	Mr Burling Character from _____



These are jobs where English would be really useful!

Can you research each job and tell us what you would do for them?

Use the National Careers Service website to help nationalcareers.service.gov.uk

Digital Marketer

Film Critic

Web Content Editor

NEWSPAPER JOURNALIST

Creation of homework task accredited to Wolverley CE Secondary school, Worcestershire Careers hub