

No Wrong Door

Aim: No matter which door someone tries when they first seek information about careers in the maritime sector, they leave with a positive impression about us, and at least one step closer to getting the information they seek.

Everyone An Ambassador

Aim: Every employee in the sector feels able to encourage others to pursue a career in the maritime industry - and does so.

Both aims require everyone to be:

- **confident** that they can talk about maritime careers, leaving enquirers with a positive impression about our sector, and at least one step closer to getting the information they seek;
- **well-enough informed** to help others move at least one step closer to getting the information they seek.

For that, everyone needs to know:

- that there is information out there, and people keen to help (because there is an industry-wide effort to promote maritime careers);
- some basic things they can say – answers to FAQs (eg that it is a myth that young people are not interested in careers at sea);
- that the Maritime UK website has careers pages which are a good place to start – and be able to quote the address from memory without having to look it up. www.maritimeuk.org

That, in turn, requires:

- some promotional work by every member of the Maritime UK Careers Promotion Forum. Do we need something more structured, or more focused (eg periodic campaigns) in order to catch colleagues' attention?
- a little work to identify the FAQs – both questions and answers – write them up, and post them somewhere accessible.