



Train Others in Further Education

Stakeholder Toolkit

July 2026



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About the campaign

This national marketing campaign encourages experienced professionals in high-demand industries to pass on their skills by teaching in Further Education (FE). It shows how moving into training others can be a fulfilling and energising career change.

At its heart, the campaign highlights the value and transferability of industry experience, positioning a career in FE as an opportunity to 'give your skills new life.' It reframes training others as an invigorating career move that offers the best of both worlds: a chance to try something new while continuing to use hard-earned skills and experience.

The Train Others in Further Education campaign aims to:

- **Increase awareness, understanding and consideration of FE** by promoting the unique, compelling but often unrealised benefits of this career choice.
- Promote the **high value and transferability of industry expertise** within FE, emphasising how professionals can inspire and train the next generation of workers in their sector.
- Target those with substantial industry experience who can share their practical skills and expertise, with a focus on subjects with high vacancy rates: including **construction and trades; engineering and manufacturing; digital and IT; and health and social care**.
- Highlight the **flexibility of this career path** and encourage industry professionals to use their existing skills in a new way by training others alongside their current job.



Ways you can support the campaign

The campaign runs across paid media (such as TV, radio, out of home advertising, display and social media) earned activities such as PR, and owned channels such as organic social media and newsletters.

The campaign directs audiences to the [Teach in FE website](#) where they can:

- Find out more about training others in FE.
- Sign up to our newsletter.
- Read real-life case study stories.
- Visit FE job boards and find their local FE college.
- Contact our dedicated support service.

Sign up for emails

Department for Education

TRAIN OTHERS Further Education

Homepage FAQs Jobs in FE Talk to an adviser Teaching Training

Give your skills new life.

Start training others in Further Education

Turn your real-world experience into real impact. If you love sharing your skills, training others in Further Education could be your next step.

Further Education (FE) is for learners aged 16 and over who aren't studying for a degree. It covers everything from adult learning and hands-on workshops to classroom teaching—offering varied, rewarding ways to make a difference.

Teach what you know, whether it's construction, maths, engineering, digital, or countless other subjects. With flexible and part-time roles available, you can build a teaching career that fits around your experience, your passions and your life.

TRAIN OTHERS Further Education



Campaign key messages

Tagline: Give your skills new life. Train others.

- If you have real world industry skills, you already have what it takes to be a great Further Education trainer.
- Training others at your local college is a unique opportunity to help train and inspire the next generation of skilled workers.
- Training others can bring you a fresh setting and renewed sense of purpose, without leaving behind everything you've built throughout your career in industry.
- You don't need any new qualifications to start training others at your local college. You can undertake training on the job (often funded by your employer) and start earning straight away.
- There are some part-time opportunities available, so you could start training others alongside your current job, personal responsibilities or commitments.
- From construction and engineering to healthcare or digital, there is a wide range of subjects taught in FE. Whatever your skills, there is likely a role in FE to match your expertise.



How you can get involved

- Use the **communications resources** in this toolkit to promote the campaign on your channels such as social media, newsletters or your website, and encourage your networks to do the same.
- Use our **campaign hashtags** #GiveYourSkillsNewLife / #TrainOthersinFE and tag us in your posts!
- Follow us on LinkedIn ([Department for Education](#)) and **share campaign content** with your audience to help spread the word about opportunities to train others.
- **Signpost to the Teach in FE website** from your channels so that your networks and audiences can access the most up-to-date information on careers in FE.
- Help us **source real FE trainer case studies** so that we can bring their stories to life. If you are currently a trainer or know someone that might be suitable, please reach out to teachinFE.campaign@education.gov.uk.
- If you would like to discuss other ways in which you could support the campaign, [please get in touch](#).



Benefits of supporting the campaign

- The campaign promotes the high value and transferability of industry expertise and the opportunity to **‘give your skills new life.’**
- Helps to address sector skills gaps by encouraging experienced professionals to pass on in-demand skills.
- By training others, your network can develop critical transferable skills, such as communication, public speaking, leadership, and mentoring.
- Encouraging to those looking for new development opportunities alongside their current career, nearing retirement but wanting to stay connected to their industry or seeking a less physical role within the sector.
- Provides a unique opportunity for those working in industry to train up the next generation, building the skills pipeline and retaining talent.



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Example communications content: Social media copy

Don't forget to tag us in your posts! [LinkedIn](#); [Facebook](#)
(@DepartmentforEducation); [Instagram](#) (@educationgovuk); [Twitter](#)
(@educationgovuk)

Social post 1:

🔔 Attention industry professionals!

Your real-world experience means you already have what it takes to start a career in Further Education.

Pass on your knowledge to the next generation of talent and give your skills new life

👉 gov.uk/teachinfurthereducation

#GiveYourSkillsNewLife #TrainOthersinFE

Social post 2:

If you're an industry pro, you have what it takes to #TrainOthersinFE!

Whether you work in construction, digital, healthcare, engineering or another field, you already have the skills and expertise to train others at your local college.

Give your skills new life 👉 gov.uk/teachinfurthereducation

Social post 3:

Do you love your job but feel ready for a new challenge? 🌟

From construction to healthcare, your skills and expertise hold a purpose and could make you a great Further Education trainer.

Explore how you can train the next generation of talent at your local college and re-energise the next step of your career.

Give your skills new life 👉 gov.uk/teachinfurthereducation

#TrainOthersinFE #GiveYourSkillsNewLife



Example communications content: Social media copy for employer audiences

Social post 1:

☀️ Want to inspire the next generation of talent?

Encouraging your staff to give their skills new life by training others at a local college can help train up the skills pipeline.

Find out more about training others in Further Education 👉
gov.uk/teachinfurthereducation

#TrainOthersinFE #GiveYourSkillsNewLife

Social post 2:

Your employees can play a vital role in strengthening your future talent pipeline by sharing their skills in Further Education (FE).

By training others part-time at a local college alongside their current role, they can inspire the next generation while continuing to apply their expertise in your organisation.

Find out more about how they can start training others in FE 👉
gov.uk/teachinfurthereducation

#TrainOthersinFE #GiveYourSkillsNewLife

Social post 3:

Are your employees looking for new ways to use and give their skills new life?

Encouraging them to train others in further education can help build the skills pipeline whilst retaining talent within our sector.

Find out more about training others in FE 👉 gov.uk/teachinfurthereducation

#TrainOthersinFE



Example communications content: Website and newsletter copy

The Train Others in Further Education (FE) campaign encourages skilled professionals to share what they know by training others at their local college. It's a great way to develop new talent and keep skills within the sector.

The campaign promotes the unique and often unknown benefits of a career in Further Education (FE), including the opportunity to:

- Give your skills new life by training others in FE full-time or part-time alongside your current job.
- Start earning straight away and do funded training on the job.
- Train the next generation of workers in your field.

As professionals, you've already got what it takes to share your skills and become a great Further Education trainer. You also don't need any new qualifications to get started. It's your industry experience that's valuable and you can complete teacher training on the job – so you can start earning straight away!

So, if you've got industry experience, a passion for your work and the desire to inspire the next generation, visit the [Teach in FE website](#) to find out more.



Example communications content: Website and newsletter copy for employer audiences

The Train Others in Further Education (FE) campaign is calling on skilled workers to pass on their valuable expertise to the next generation by training others at a local college.

Given our shared ambition to inspire more talent into our industry, we'd love your support in encouraging more professionals to consider this career path.

FE is any formal learning for those 16+ that's not a degree, spanning a wide range of vocational and academic subject areas. Often based in local colleges, FE offers the opportunity to train others in practical, hands-on settings, from workshops through to classrooms. Subjects range from construction, engineering and manufacturing to healthcare, digital and many more.

Why support the campaign?

- Only with FE trainers who have up-to-date experience of their industry can we ensure learners are suitably trained to meet your needs as employers.
- By passing on their skills to the next generation, your employees can develop transferable skills that can be brought back into your business, boosting their personal development.
- Supporting your employees to train others in FE is a powerful way to demonstrate your commitment to developing the skills pipeline we need in our sector.
- A career in FE can be flexible, giving your [members/employees] the opportunity to give their skills new life, with some part-time contracts available to fit around work and other commitments. This career may appeal to those looking for new development opportunities alongside their current career, nearing retirement but wanting to stay connected to their industry or seeking a less physical role within the sector.

Industry skills are invaluable in FE and many of your employees may not realise they already have what it takes to be a great FE trainer – and your staff don't need prior teacher qualification to get started as they can complete teacher training on the job.

So, if you're interested in supporting your employees to train others, encourage them to visit the [Teach in FE website](#) to find out more.



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For more information about the campaign, please contact the Teach in FE campaign team at: TeachinFE.campaign@education.gov.uk.