

Explore Careers

2021/22 Partner Handbook +
Specs

explore
CAREERS



**Be the employer of choice
for students in America**

Hi Everyone

Get ready for the big year ahead

We're excited to have you on board for 2021/22 and can't wait to get started!

Explore Careers is supported by over 130 of the world's leading organisations and brands, all of whom have made the decision to start building relationships with every high school, student, and guidance counsellor in the country.


Now in our 11th year, our goal continues to be to help students make better and more educated decisions about their future career and education options.


The Explore Careers Handbook has been developed to help you build your profiles across the Explore Careers channels. This includes specs, deadlines, key dates, and more.

Contact me



Harriet Cooper
Partnerships Manager

 harriet@explorecareers.com

 [Connect with me on LinkedIn](#)

Get to know me

Favourite holiday destination
Definitely Italy!

Favourite food
Any kind of pasta

Something I can't live without
My phone

What I'm reading
A book called Factfulness by Hans Rosling - I highly recommend it!



ExploreCareers.com

The one-stop-shop for high schools and students

Designed specifically for American high schools, ExploreCareers.com enables school guidance counsellors, students and their parents to learn about our American's leading employers, and the opportunities available to them.

Everything can be found on ExploreCareers.com, from employer profiles to videos, podcasts, job opportunities, events, the latest news, and much more.

The beauty about ExploreCareers.com is that your content can be changed on an ongoing basis throughout the school year, to suit both your and student needs.

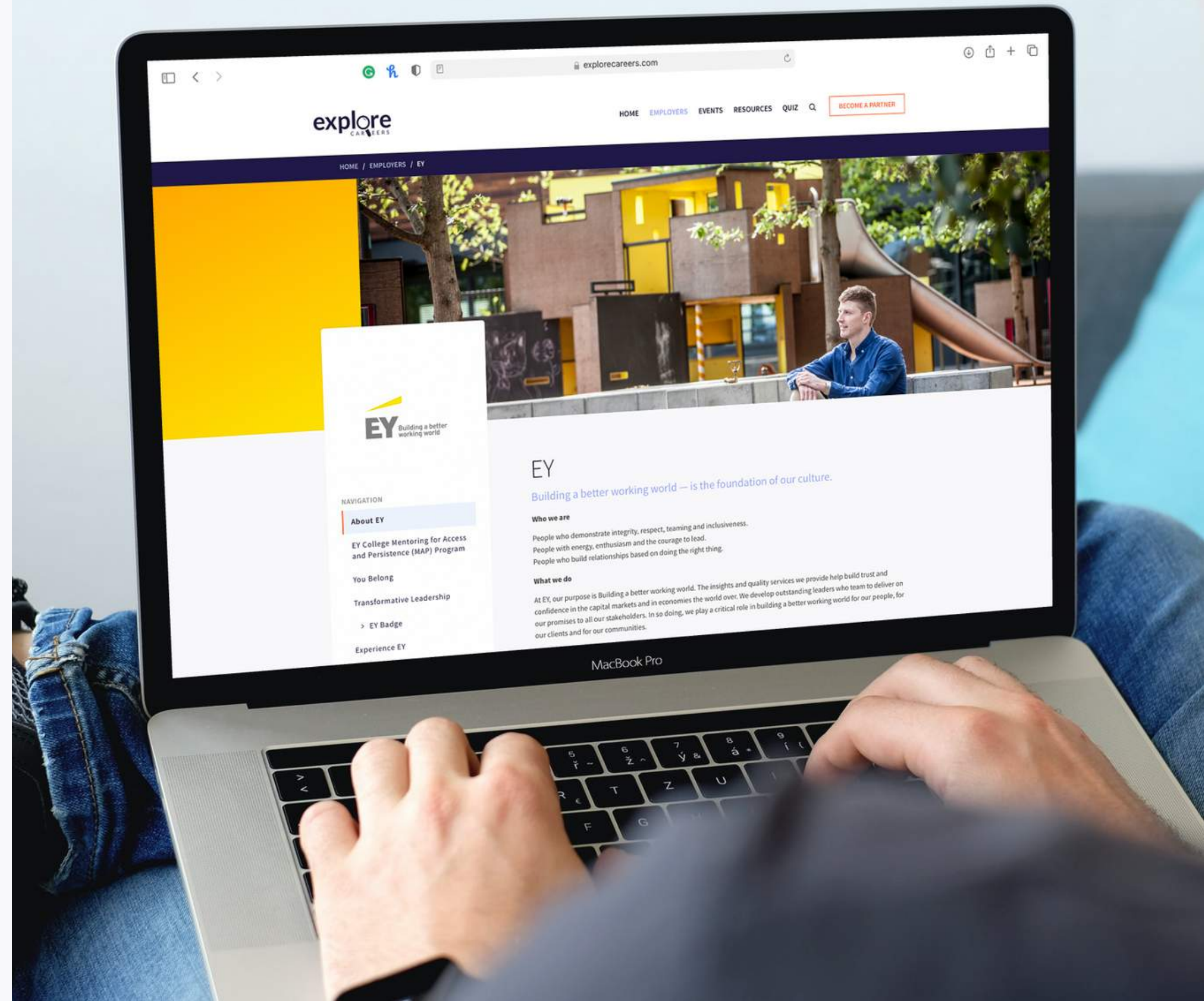
Specs

- About us (150 - 600 words)
- Custom sections (150 - 600 words per section)
- Contact details (website, phone number, email)
- Social Media platforms
- Company logo (high-res PNG)
- Company imagery (3 - 10 images, high-res PNG)
- Company videos (3 - 10 videos, YouTube/Vimeo link)
- Company snapshot (year founded, number of employees, states operated in)

Due date

Monday 13th September

Content for ExploreCareers.com can be supplied/updated at any time, as often as required.



The Schools Careers Guide

A one-of-a-kind publication designed for high schools

The Schools Careers Guide by Explore Careers is an annual publication delivered to high schools at the beginning of the school year. The Schools Careers Guide serves to introduce your organisation, outlining who you are, and what you do.

The Schools Careers Guide is delivered **free** to every secondary school across the country, reaching over 15 million students.

Split up into multiple sections (Careers & Employment and Diversity), your organisation may have the ability to feature in multiple sections within the Schools Careers Guide, so it's worthwhile double-checking to see exactly what you can be included in.

Your profile(s) within the publication consists of a full double-page spread.

Specs

- About us (200 - 300 words)
- Case study or employee profile (160 - 170 words)
- Things you need to know (100 - 120 words)
- Social Media platforms
- Company logo (high-res PNG/TIF)
- Company imagery (3 - 10 images, high-res PNG/EPS)
- Website address

Due date

30th October 2021



eMarketing

Don't let your audience miss a beat

Our eMarketing program is a crucial component of Explore Careers – putting your organisation directly in front of every high school across America, on a weekly basis.

Whether it be job opportunities, news, event details, or just general branding, Explore Careers will deliver your message directly to schools.

There are two types of Explore Careers newsletters - General & Targeted.

General

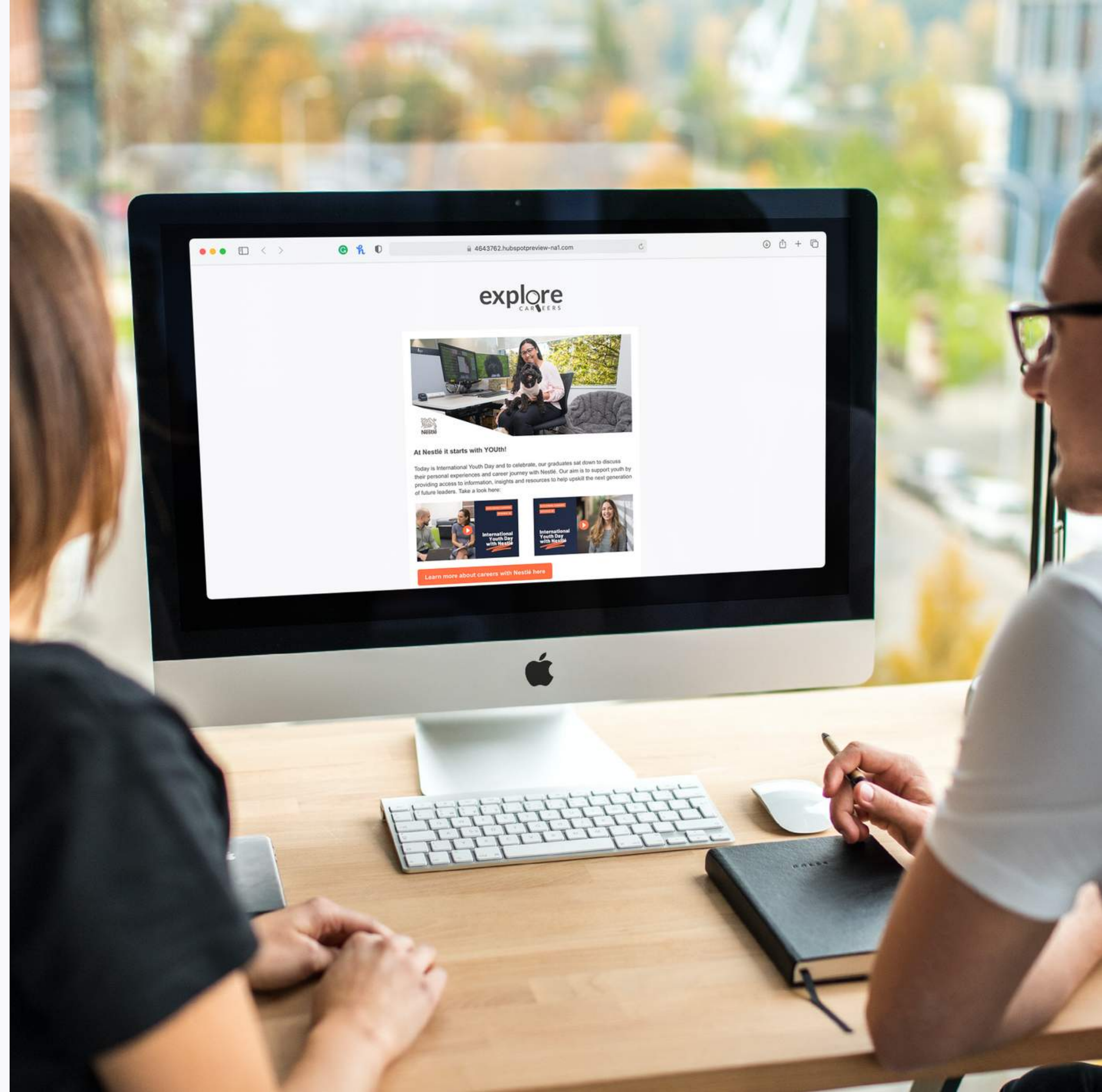
Explore Careers sends a weekly eNewsletter to schools, with updates from Explore Careers, as well as our partners.

Targeted

Our targeted eNewsletter is tailored specifically for you - with only content from your organisation, and being sent to the schools you nominate, at the time you want.

Specs

- Audience (targeted or general)
- Send date
- Heading and sub-heading
- Written content (200 - 600 words)
- Company logo (high-res PNG)
- 1 - 2 videos (Youtube/Vimeo link)
- 1 - 3 images (high-res JPG/PNG)
- Relevant links
- Contact details (website, email, social media)



What else?

Events & Webinars

Connect directly with students, guidance counsellors, teachers and/or parents, either face-to-face or virtually.

What we need

- Event title
- Event description
- Location
- Time & Date
- Target audience (teachers, parents, students)
- Number of attendees

Due date: events must be submitted at least 6-weeks prior to the event



Social Media

Connect with your future talent the way they know best.

What we need

- Campaign information
- Date
- Target audience (age, demographic, location)
- Company logo (high-res PNG)
- 1 - 5 images (high-res JPG/PNG)
- 1 video (MP4 file)
- 20 - 100 word caption

We're on:



Podcasts & Interviews

Podcasts are the most up-to-date and convenient way for students and career advisors to stay in the loop and learn all they need about your organisation.

What we need

- Interviewee contact details
- Interviewee bio
- Theme of interview
- Topics & questions
- Time & date



Student Jobs

Explore Careers are in the unique position to deliver job opportunities directly to schools and students.

What we need

- Job title
- Job description
- Job location
- Requirements
- Open and closure dates
- Application link/details



Connecting you with over
15 million students

Who we're working with



Key Contacts

Get in touch

Harriet Cooper
Partnerships Manager

 harriet@explorecareers.com


 [Connect with me on LinkedIn](#)



Other contacts

Daniel Stoneman
Director

 daniel@explorecareers.com

 [Connect with me on LinkedIn](#)



Account & Billing Enquiries

 accounts@explorecareers.com



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