



## Working with Careers in Eyecare

**Careers in Eyecare is a cross sector initiative to highlight the range of careers in eye care and eye wear.**

The award-winning campaign, which was launched by the Association of British Dispensing Opticians (ABDO) in 2020.

Nick Walsh of ABDO says, "Careers in Eyecare was born from a desire to do more to raise awareness of all of the great career opportunities available in our sector. Ensuring that we have a future pipeline of new talent will keep the sector buoyant and fresh. Support from forward-thinking sponsors helps us to increase the range of help and resources that we can offer to students, teachers and careers advisers."



## Careers in Eyecare won the 'Best Newcomer' 2020 award from Youth

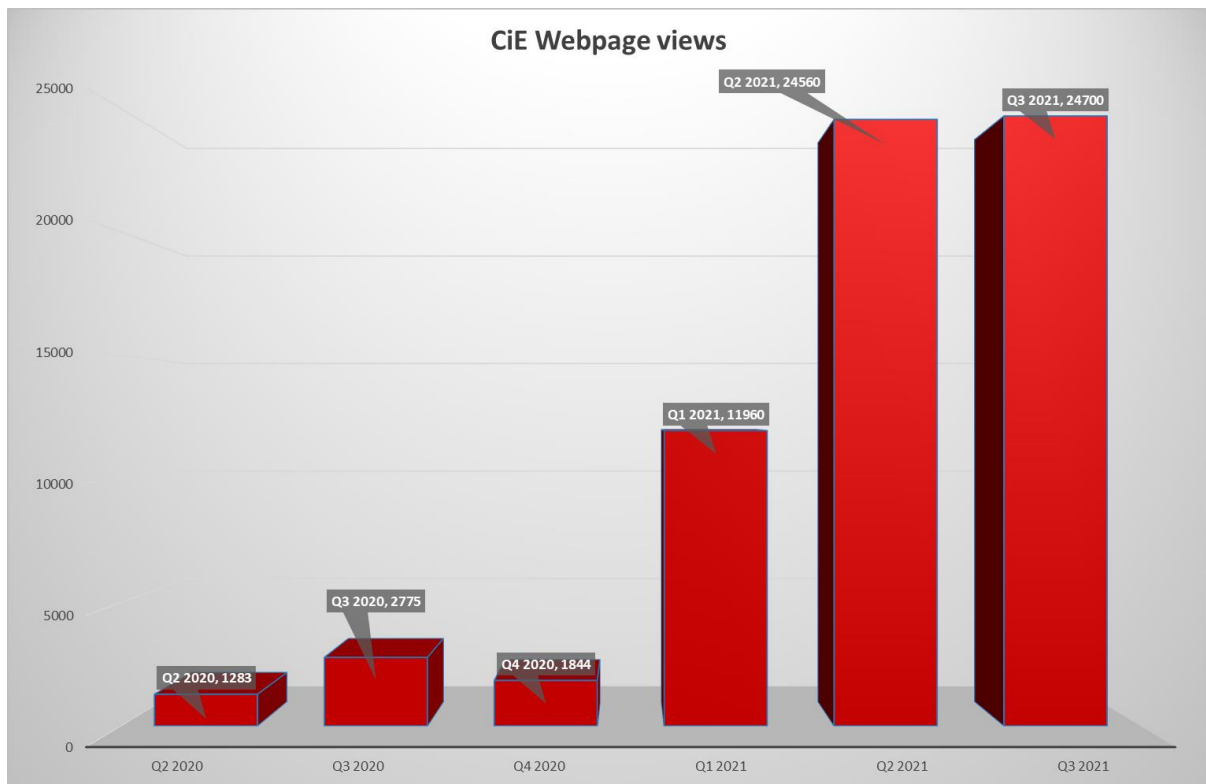
**Employment UK (YEUK).** Speaking on behalf of Youth Employment UK, Kirstie



Donnelly MBE - CEO, City & Guilds said, "Making a business youth friendly is a feat in itself, it is not easy to bring about change. The principles of Good Youth Employment need thinking about and developing. So to take on the task of making a sector Youth Friendly seems another world away. But this has been the mission of our Newcomer of the Year Award Winners, who 12 months ago engaged with Youth Employment UK in the hopes of

bringing to life a rather well hidden sector to young people of all experiences."

**Great growth and engagement.** From the outset we have seen great interest from students, teachers and careers advisers all eager to find out about the array of roles that are available in the sector. The graphic below shows the amazing growth in webpage visits that we have seen since launch.





**Campaign aim: to attract teens to become an optometrist with Specsavers**



Lucy Knock Early Careers Manager says  
"Specsavers is delighted to work with the Careers in Eyecare Campaign, which we hope will inspire more young people to become opticians. We're keen on sharing the hidden secrets of the fantastic opportunities we have in our industry and in particular our role as STEM employers - for people who love science and technology, but also want to work in a caring environment. We look

forward to sharing all the amazing ways we change people's lives with a career in eyecare."

Content planned with Specsavers:

- tips on doing a schools talk about careers – target audience, eyecare professionals
- find out about optometry taster days – target audience age 16+
- Case study from an optometry taster day – target audience age 16+
- Work experience with Specsavers – target audience age 16+



**Campaign aim: to support the optical industry and highlight Stepper as an ethical and committed frames company.**

#### What Is A Frame Rep And What Does A Typical Day Look Like?

Lauren Mistry | 8th February 2021

Reading time: 3 minutes



Inspiration > News >

Liz Shepherd is a frame rep for STEPPER EYEWEAR. Read on to discover what a day is like as a rep, and whether this is a career that would suit you.

#### My Typical Day As A BDM For STEPPER EYEWEAR?

No day is ever the same as a rep. My area covers the whole of the Midlands and I am never in the same place two days running. One day I could be at an appointment selecting frames and another conducting a training session. As my title is Business Development Manager my role also involves having discussions on stock turn, improving profitability, merchandising and proposing business ideas.

#### Youth Friendly Places

Looking for help in your area?

#### West Midlands

Live local - think BIG



Wolverhampton ★ Birmingham ★ Coventry ★ Dudley  
★ Sandwell ★ Solihull ★ Walsall ★ Warwickshire

#### Somerset

Live local - think BIG



Mendip ★ Sedgemoor ★ Somerset West & Taunton ★  
South Somerset

Peter Reeve, Managing Director Stepper (UK) limited says, “Delivering comfort and fit that delights spectacle wearers requires good product and the best dispensing skills, so encouraging professionalism in eyecare early in a career delivers the best possible outcomes for all.

“Stepper is supporting Careers in Eyecare so we can work together with parents, schools and careers advisers to let more young people know about the amazing range of roles available in design and manufacture of eyewear, with career routes available for those who like engineering, craft and design as well as those who are interested in science, technology and healthcare.”

# Woodspeen

Training



**Campaign aim: to develop Woodspeen's profile within the optical professions and attract young people to optical apprenticeships.**

With over 30 years' experience, Woodspeen Training is a well-established provider of Level 2 - Level 5 Apprenticeship and skills programmes. In the past year it has also begun to offer optical assistant apprenticeships.



Kay Bagshaw FBDO of Woodspeen Training says, "We are delighted to support the Careers in Eyecare campaign. Starting out as an Optical Assistant (OA) apprentice is the first step to a wide variety of potential careers, and at Woodspeen we are already helping young people learn the essential skills to become a great OA. We are looking forward to working with Careers in Eyecare to attract young people to this amazing

industry where there is something for everyone, whether they are interested in health, technology, science, retail, business or fashion."

Example content planned with Woodspeen Training:

- Press release announcing the sponsorship – target audience, ECPS
- Benefits of apprenticeships - target audience, ECPS
- A week as an optical apprentice - case study. target audience age 16+
- How to make the most of your apprenticeship - tips from a student target audience age 16+





**Campaign aim: highlight the STEM ambassador programme to eye care practitioners (ECPs) and encourage them to sign up and visit schools.**

Careers in Eyecare has developed a range of supportive materials to facilitate ECPs to work in schools, including:

- How to become a STEM ambassador
- Case study: Nick's experience of his first STEM sessions
- STEM Careers in Eyecare lesson plan
- Careers in Eyecare Lesson PowerPoint



ABDO is working with YEUK to highlight [careers in eyecare](#) and we need you to get involved.

Read our latest article: [How to get a job in retail – expert advice from ABDO Careers in Eyecare](#).

Like, follow, and share: you can find [Careers in Eyecare](#) on [Twitter](#), [Facebook](#) and [Instagram](#).

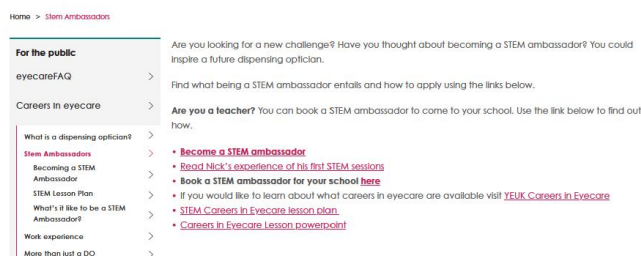
#### Becoming a STEM Ambassador

**STEM** stands for Science, Technology, Engineering and Mathematics. STEM education underpins the foundational stage of many sectors, including healthcare. **STEM Ambassadors** reach out to primary or secondary schools and colleges and deliver a range of activities such as careers talks and practical workshops.

ABDO is calling on DOs to get involved in the STEM Ambassador programme. It is easy to register, and we have even devised a lesson plan to help you once you have signed up. [Find out more here](#).



#### Stem Ambassadors



Materials have been sent out to a mailing list of 8000+ ECPs and are mentioned monthly in ABDO's Careers and Vacancies eNews.

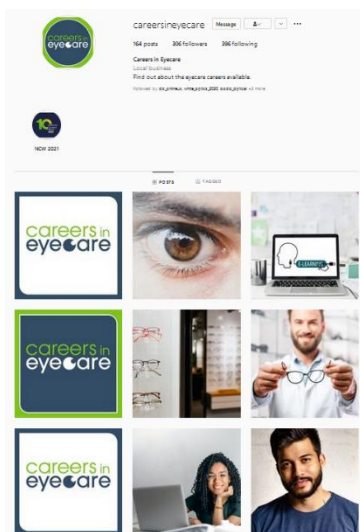
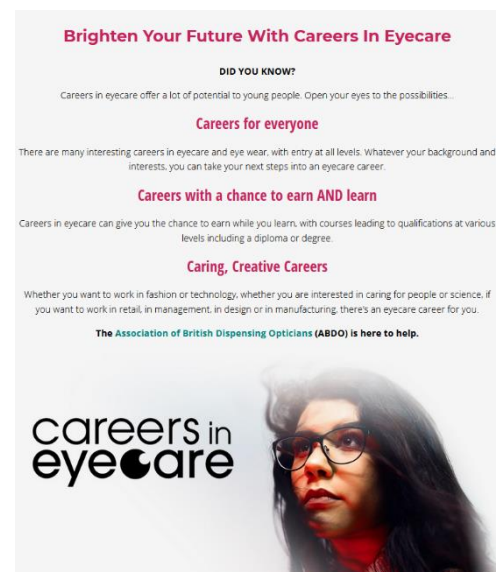
# careers in eyecare

Find out more about the campaign [here](#).

You can also find the campaign on [Twitter](#), [Facebook](#) and [Instagram](#).

Careers In Eyecare has reached 36,963 people since its launch in July 2020. There was a 21 per cent increase in reach in the first six months of 2021 and a 59 per cent increase in followers YTD (October 2020-October 2021).

Options for your content and campaigns:



- Social media – Twitter, Facebook and Instagram
- [Youth Employment UK Careers in Eyecare hub](#)
- ABDO website [Careers](#) hub
- ABDO eNews

**The Careers in Eyecare campaign is looking for further support. If you would like to find out more about how you can get involved, email Nick Walsh, [nwalsh@abdo.org.uk](mailto:nwalsh@abdo.org.uk).**