

# EMPLOYER AWARENESS GRID

UCAS

Understanding how well 16–18-year-olds know your sector and organisation

**1** **FAMILIAR SECTOR,  
LIMITED EMPLOYER VIEW**

Young people know the sector but only recognise a few employers.

Examples: Accountancy (Big 4), Law (Magic Circle), Banking, Telecoms

**Action: GET FOUND**

Build employer awareness within a sector they already know.

**2** **FAMILIAR NAME,  
NARROW VIEW OF CAREERS**

Young people know the organisation but only understand a small part of what happens there.

Examples: NHS, BBC, Amazon, Government, Defence

**Action: GO DEEPER**

Show the full range of careers behind the familiar brand.

**3** **FAMILIAR SECTOR,  
INVISIBLE EMPLOYERS**

Young people know the sector but could not name employers within it.

Examples: Engineering, Science, Construction, Childcare, Food & Drink

**Action: ALIGN WITH YOUR SECTOR**

Use sector familiarity to build employer recognition.

**4** **COMPELLING VOCATION,  
UNCLEAR REALITY**

The field feels attractive, but jobs and pathways are poorly understood.

Examples: Teaching, Social Work, Journalism, Business, Sport, Psychology

**Action: BRING THE ROLES TO LIFE**

Make careers tangible through examples and experiences.

**5** **DISRUPTED SECTOR,  
UNCERTAIN FUTURE**

Technology and AI create uncertainty about opportunities and progression.

Examples: IT & Programming, Publishing, Arts, Design, Music, Architecture

**Action: REFRAME THE FUTURE**

Show how skills and opportunities are evolving.

**6** **INVISIBLE SECTOR,  
INVISIBLE EMPLOYERS**

Young people have little awareness of the sector or its employers.

Examples: Insurance, Logistics, Nuclear, Manufacturing, Hospitality

**Action: SHOW UP**

Start with visibility before changing perceptions.