

NATIONAL  
**NWCW**  
WINE CAREERS  
WEEK

12 – 18 May 2025

GET INVOLVED!

Campaign  
Toolkit



@winecareersweek



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National Wine Careers Week

[www.winecareersweek.co.uk](http://www.winecareersweek.co.uk)

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# Get involved!

## Here's How ...

The purpose of National Wine Careers Week is to raise awareness and increase understanding in the wide range of careers available in the wine sector in the UK.

With your help we can share that message further to enable more people to explore the opportunities there are for a career in wine and what the next steps could be.

Most of your wine buying customers might not be in the job market for themselves but may know people that are – parents or relations of students just graduating ... friends or neighbours ... fellow wine enthusiasts. By providing a signpost to finding out more we can possibly help shape someone's future career.

The following pages include some hints and tips on how you can actively get involved in this exciting new campaign.

## What you could do to get involved:

- Engage with us on social media ... follow us, tag us, post on your socials
- Share messages with your customers/followers using other comms
- Speak to your local media
- Highlight the Week to your visitors (eg in-store, at the cellar door)
- Download our campaign assets

# SOCIAL MEDIA

Much of the activity this year will be via our digital platforms, so our focus will be on creating a compelling social media awareness campaign.

## **Engage with NWCW social posts**

We will be sharing messages and posts across the campaign, so please engage in any way you can.

## **Create your own content**

We'd love to see some inspiring posts from across the wine sector, sharing great stories from individuals who came to work in wine – how they did it, what they do, where it's taking them ...

We're calling them **Talking Heads**.

**See next page for content ideas**

## **Share your videos with us!**

We would love to feature some Talking Heads on the campaign website to help articulate some careers. To discuss further please contact Jess Smith, Digital Communications Manager for the campaign: Email [jess.smith@plumpton.ac.uk](mailto:jess.smith@plumpton.ac.uk).



*Tips on filming for socials is [available in our toolkit](#)*



*Feel free to use our [campaign assets](#)*



*Don't forget to follow us and tag us! See below*



*Let us know what you are doing and we'll engage*



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National Wine Careers Week

#ukwinecareers

#winecareersweek

# TALKING HEADS FOR SOCIAL

We're looking for short videos, or a few profiles and photos of you/the team you work with to help articulate your career journey in wine. Here and overleaf are some content ideas to help you create a post to share on socials as part of the Campaign:

## Where to film:

Your place of work would be great (although if it's a noisy place or too many distractions, a quieter place would be better)

## Presentation ideas:

- You could have a Q&A with the person filming asking the questions or
- Post the questions up as a sticker on the reel
- Commentary to camera: you could walk around your place of work to show the different aspects of the job



*Our tips on filming for social media is available in our toolkit!*

*Feel to use our logos to use in any posts – see our resources document*



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## CONTENT IDEAS

### **Introduce yourself!**

- Your name / position / business you work for
- How long you've been working there

### **Talk about your Job/Role**

- What is your job – or – what does your job entail?
- What are the best bits of the job – and what are the challenges?

### **How did you get into the wine industry?**

- What jobs have you had before (or is this your first job)
- What attracted you to the wine industry?

### **What skills attributes do you need to work in this role?**

What experience/skills/qualifications are your strength for this role?

### **What is it about the wine sector/working in the wine sector that you like so much?**

### **What's your biggest career highlight or standout achievement?**

### **What are your aspirations for the future?**

### **What would your advice be for someone looking to get into a career in wine? or**

### **What would your advice be to someone about the wine sector as a potential career option?**

## 2 YOUR NEWSLETTERS


If you send out regular newsletters/messages/Mailchimps to your customers, why not add in a bit about NWCW?

All this will help deliver a simple message to a wider audience about the where to pursue more information on a career in wine.

## 3 YOUR WEBSITE

Use the news section of your site, or blogspot, to highlight the campaign and highlight thought-provoking opportunities. Or opt in with a banner, with link to NWCW and what it's all about.

 Our [resources and messaging document](#) in the toolkit gives further wording/information

 Don't forget to follow us, tag us and share our social handles!  
See below

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## 4

## IN-STORE / AT CELLAR DOOR MESSAGING

Perhaps a bit 'old school' but nothing beats a printed flyer for people pick up and hand to someone they think might be interested, or a notice with a QR code.

A QR code could link to a page on your website outlining your careers opportunities ... or use our QR code to direct to the NWCW webpage.'

Or a simple message to ask 'interested in careers in wine? Ask us!' – you never know, you may get a question



*Our resources and messaging document includes a QR code*

## 5

## CONTACT LOCAL MEDIA

If you have any friends in the media – local/regional – why not highlight your involvement, to bring some local focus on your business and create more impact on the message about careers in wine.



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## What next ...!



Follow us and tag us in our social media



Create your own social posts and share  
(don't forget to tag us and feel free to use  
our logo too)



Spread the word to your wine buying  
customers



See our other resources to help:



[Resources and messaging toolkit](#)



[Tips on filming for social media](#)





## Campaign founder



**PLUMPTON**  
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## Thanks to our campaign partners

Founding Partner

**NYETIMBER**  
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Campaign supporters



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