

Hele's School

A great place to learn. A great place to grow.



This guide was put together for parents and carers by Unifrog. The links and information refer to the Unifrog website which each child has a login for and can use for free at home or in school.

Work placements (also known as work experience) can help your child to explore different careers, build key skills, and make informed decisions about their future. Use this guide to find out what a good placement should look like and how to help your child find one.

What a good work placement is (and isn't)

A good work placement helps your child to understand what it's like to work in a particular job or sector. It should:

- be safe and well-structured
- include real tasks or observations
- offer chances to speak with professionals
- build skills like communication, time management, or teamwork
- help your child reflect on their interests and future goals

And it **shouldn't** be:

- unstructured or poorly supervised
- limited to repetitive tasks like filing or making tea
- unrelated to your child's career interests
- lacking in opportunities for learning or feedback

The goal is for your child to have a meaningful experience that will help them take their next step towards a career.

How to find a work placement

Your child may need some help getting started. Here are some steps they can follow – with your support – to find a great placement:

email: f

1. Identify their interests and goals

Talk with your child about:

- the type of careers that interest them
- what kind of work environment suits them
- if there are any skills they want to build, like communication or technical skills

Then, encourage them to use our [Careers library](#) to research different careers or career sectors, and our 'Get on the ladder' guides to find sector-specific advice. Each guide includes:

- a snapshot of what the sector involves
- common entry-level roles
- suggestions on how to find work placements

Our [marketing, advertising and sales](#) guide is a great example, and you can find the whole series [here](#).

2. Find employers

Use your connections

Ask friends, family, or neighbours if they know of any businesses offering placements. You could also use LinkedIn to reach out to people.

Use Unifrog's employer profiles

Our **employer profiles**, which you can find [here](#), will give your child a clear picture of what a company is really like. Each profile shows:

- whether the employer offers work experience
- tips on how to apply successfully
- insights into company culture, roles, and benefits

Each profile links to the company's website, so your child can reach out to them directly

Use Unifrog's Apprenticeships tool

Even if your child isn't applying for apprenticeships, our [Apprenticeship tool](#) can help them to find work placements. You can use it to:

- search for employers in your area
- filter by sector or interest
- visit employer websites directly from your shortlist

Employers who are actively recruiting apprentices often offer work placements as a way to support early-career talent.

3. Contact employers directly

Help your child draft a short, professional email or letter that:

- explains why they're interested in the company
- outlines what they'd like to learn
- mentions when they're available

Our student-facing guide is a great starting point: [Guide to work placements](#)

Unifrog's virtual work experience week

As well as looking for in-person work placements, your child can explore different sectors online with Unifrog's **virtual work experience week** (30 June - 4 July 2025).

The week includes:

- live sessions with professionals
- Q&As and practical tasks
- a certificate of participation
- insights your child can include on their CV or personal statement

To find out more, check out our FAQs page: [Virtual work experience week – FAQs](#)

Encourage independence

Finding the right placement can be a time-consuming task that requires plenty of patience. If you can, try to step back a little – your role is to support and encourage your child, while they take the lead in finding and applying for placements. With Unifrog's tools and your guidance, they can find an opportunity that supports their goals and builds real confidence.