



# English lesson 1 – Student worksheet

## Lesson 1 – Student worksheet

### Learning aim:

To make effective contributions within a group discussion.

### Scenario:

Hawk UK, a national marketing agency, want to attract the brightest, freshest future talent in order to best serve their clients' needs. They are specifically looking for people with expertise in social media content creation, graphic design, user-centred AI and website development.

The Head of Marketing and the Head of Early Talent at Hawk UK have been working on the copy for the company's new Join Our Team webpage.

### Career spotlight:

The Head of Marketing plans how to promote products, services or brands. It is an important role because they oversee all marketing activity. Their responsibilities include creating marketing and social media strategies, managing a team of marketing executives, launching new products and services and setting budgets, targets and timelines. They are strong communicators with excellent business management and leadership skills.

### Notes – Discussion part 1

To what extent have Hawk UK been successful in their attempts to attract the brightest, freshest future talent? (What have they done well and what is the impact on potential employees? Remember to discuss Hawk's use of literary devices. Use the chart on the last page to help you.)

- For example – 'Join the Hawk team.' 'See your face in our next Hawk team pic.' The use of imperatives here speaks directly to the future talent, commanding them to come and join this seemingly strong, confident agency.

### Notes - Discussion part 2 – Extension task

Come up with three things that the Head of Marketing and The Head of Future talent could do to improve their first draft in order to attract the best future talent.

1

2

3

\* Human-centred AI (artificial intelligence) is defined by systems that are continuously improving because of human input while providing an effective experience between user and robot.

