



Careermap Media Group Impact Report 2022



careermap

Trading as Careermap Media Group

careermapmediagroup.co.uk

A Year of Growth and Expansion



What a year 2022 has been! Our Careermap products and services have become so much in demand that we have continued to grow our team and expanded the number and types of products and services we offer.

Careermap takes an enormous amount of pride in providing market leading information about skills, careers and qualifications that will help people make informed decisions about their best next steps on their pathway to success. Having our roots firmly established in the school leaver and graduate market, this year saw us reaching further to include adult lifelong learners, career changers and job seekers.

It has been a candidate driven market this year for people looking for jobs and recruiters are having to work harder than ever to sell not only their organisations, but the very sector they work in - sometimes unknown or laden with myths and misconceptions. As always, Careermap has been there to provide a clear picture married with the most up-to-date labour market information.

As well as expanding our content rich Careermap publications and our annual live virtual weeklong events, we have worked with clients to make them bespoke publications specific for their sector and/or their region. In order to provide the quality products and service that we do, we have a superior content writing team, creative designers, and now, videographers. All with the specialist experience that leads to exciting and engaging design that speaks to tightly targeted audiences.

Have a flick through to see what we have been up to!

I want to send a heartfelt thank you to our network of schools and colleges, CareermapCAN (Careermap Careers Advisor Network), our Friends & Partners community and all our other wonderful supporters. We couldn't do this without you. And it certainly would not be as much fun.

We have more exciting things lined up for 2023. I hope you will join us for the ride.

Sharon Walpole
Partnerships Director

Reflecting on 2022...

We've hosted 121 events with 63,000 attendees, produced 12 Careermags with a combined 1.1 million views and received 225,000 job applications.



NATIONAL
WORK EXPERIENCE
WEEK™

NATIONAL
APPRENTICESHIP
WEEK™

NATIONAL
UNIVERSITY
WEEK™

NATIONAL
INTERN
WEEK™

NATIONAL
GRADUATE
WEEK™

LIFELONG
LEARNING
WEEK™



Over
60,000
attendees to our
live events



225K
job applications



3.2
Million
website traffic on
all of Careermag
Media Groups
platforms



25
Million
Social impressions

200K
Clicks

500K
Email
Database
Size

23%
Average
open rate

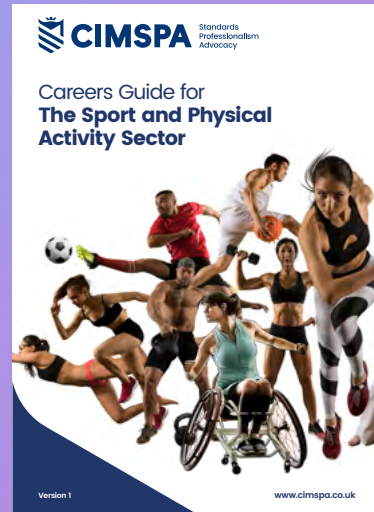
269K
Email clicks

32%
Ethnically
diverse

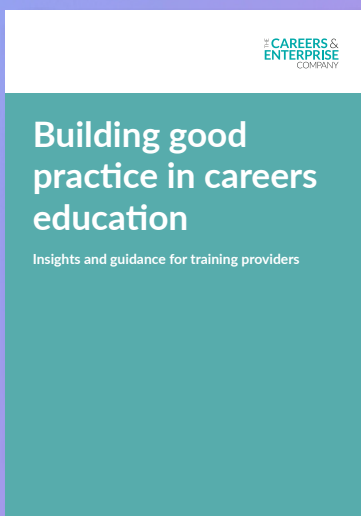
Created specially for our clients



South East Local Enterprise Partnership (SELEP)



Chartered Institute for the Management of Sport and Physical Activity (CIMSPA)



The Careers & Enterprise Company (CEC)

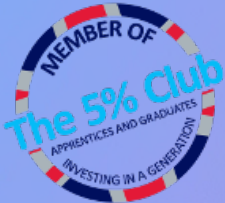


Active Essex



The Careers & Enterprise Company (CEC)

Our Friends & Partners



“ Careermap is a highly professional service that provides guidance and support in the most affable manner. Their approach has ensured that we have created the most high-quality product, allowing us to seek their professional advice and utilise the skills and knowledge they have attained through their previous highly successful projects... We highly recommend Careermap and are thankful for the team behind it. ”

Emma Curtis

Commissioner for Skills Development
Employment and Skills Team. Economy, Investment and Public Health
Essex County Council



Careermap Media Group

Colin Bell, Managing Director

Simon Bell, Founder / Director

Sharon Walpole, Partnerships Director

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