

THERE'S MORE TO MOTOR

A change in the perception of the automotive industry is necessary to attract new talent to a sector that needs to fill vacancies and close skills gaps.

The IMI is working hard to challenge negative perceptions with our new There's More to Motor campaign. This campaign is initially set to focus on challenging mid-career changers with transferable skills and abilities that can help grow and improve our industry.

Using a highly targeted, regional digital media strategy, the campaign will use social and digital platforms to reach a wider and potentially untapped talent pool. Those who engage with the campaign will be directed to employers and recruitment agencies offering a range of vacancies in their area.

This change would bring new talent, youth and diversity to a sector where currently just 19% of the workforce are female, and 18% are over 55.

HOW CAN YOU GET INVOLVED?

This is the most exciting time to work in the automotive industry in a century due to the adoption of electrification and autonomous technologies. Yet there are many misconceptions about the sector, which have contributed to a shortfall in job opportunities and record high vacancies, with 26,000 roles unfilled.

However, our There's More to Motor campaign aims to:

- Challenge the misconceptions of the automotive industry
- Champion the industry and drive recruitment and change
- Start plugging vacancies and skills gaps.

You can also sign the IMI's EDI pledge. Doing so confirms your commitment to making positive change and will also inform you of the outcomes of any Diversity Task Force initiatives via email.

#MoreToMotor

#IMICommunity

#CommittedToMakingPositive Change

If you're using any of our social, web or email assets - please link to the below URL.

<https://tide.theimi.org.uk/real-voices>



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MOTOR INDUSTRY



Diversity
Task Force

REAL VOICES

Read their full stories at:
<https://tide.theimi.org.uk/real-voices>



MEET AMY

Growing up, I had a basic understanding of the automotive industry as my dad is a HGV technician and my younger brother has always been vehicle obsessed. I never thought about joining the industry myself until I saw a Service Advisor role advertised...

MEET JONATHAN

I started my career within the automotive sector as an Apprentice MVT (Motor Vehicle Technician) for ReddeNorthgate. I have since progressed and developed with the same company through Workshop Controller and Workshop Manager roles...



MEET CHARLIE

As a late entrant into the automotive industry (Light Vehicle Technology), Charlie exemplified the sector's ability to cater to a wide range of skills and backgrounds and support them to pursue a rewarding and sustainable career path...



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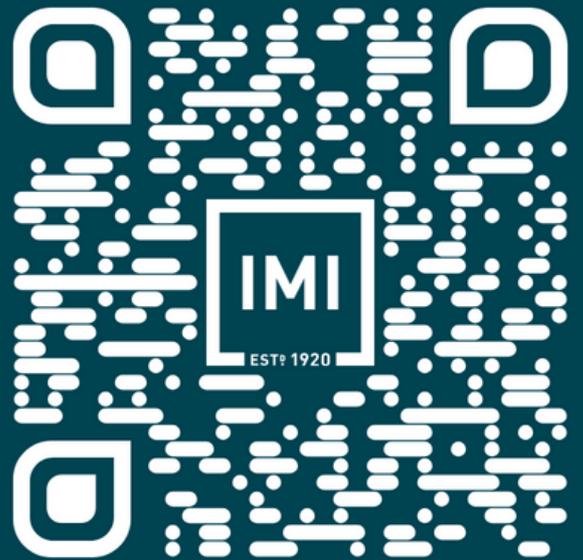
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WE NEED

YOUR VOICE

Share your story and help re-
shape the perception of UK
automotive.

#MoreToMotor
#IMICommunity



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THERE'S MORE TO MOTOR

Social Media - Cheat Sheet

I chose the automotive industry for my career because...

<Your Story Here>

Share your voice here:
<https://tide.theimi.org.uk/equity-diversity-and-inclusion/how-get-involved-edi>
#RealVoices #MoreToMotor



I retrained in the automotive sector because...

<Your Story Here>

Share your voice here:
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#RealVoices #MoreToMotor

We want a diverse workforce because...

<Your Story Here>

Share your voice here:
<https://tide.theimi.org.uk/equity-diversity-and-inclusion/how-get-involved-edi>
#RealVoices #MoreToMotor



The benefits of a diverse workforce are...

<Your Story Here>

Share your voice here:
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