



What's an apprenticeship really like?

(by Gemma, 20)

I started at Malvern Hills District Council as a Level 3 Digital Marketing apprentice and I'm now their Marketing and Communications Assistant.

1. What did you do during your apprenticeship?

I've done a range of different things. I've created social media campaigns, written website content and stories for newspapers. Managed our tourism social media accounts, made videos and taken lots of photographs.

2. How often did you have to go to classes for your course?

My training classes were different from most. Rather than going once a week, I had 'block training', so I would have three or four days of training every few months. During our training days I would complete a test on what I had learnt and each test would contribute to my overall assessment.

3. How were you assessed for your apprenticeship?

The assessment was quite similar to coursework - I picked four projects that I was working on and got marked on how well I evidenced the criteria for each project. For example, one part of the criteria was customer service, so I would upload and explain screenshots of my interaction with customers, whether this be

through social media or emails. I was also assessed by my employer and interviewed by an examining board.

I had a mentor who visited me every eight weeks to check up on my progress and speak to me about future projects.

4. Why did you choose to do an apprenticeship over a more traditional form of education?

I was going to go to university, but I wasn't sure whether I wanted to do the course I had signed up for. I decided it was a lot of time and money if I didn't end up enjoying it and I knew that an apprenticeship would give me a lot more work experience.

5. How did you decide what apprenticeship you wanted to do?

I had always been interested in writing and photography, so the idea of digital marketing really appealed to me. I thought that it would lead me to a creative and varied career.

6. How did you find your apprenticeship?

Via wocsapprnticeships.org.uk

7. Any advice for those considering an apprenticeship?

Go for it. You'll meet lots of new people and get a tonne of experience. Sometimes you'll even get experience outside of your general day-to-day role. University is so expensive and there are some degree-level apprenticeships that will get you the same qualification, except you'll be paid to do them. Apprenticeships can give you a head start above graduates.

8. What has been your favourite part of your apprenticeship?

I really enjoyed leading on some videos for an awards ceremony that we held because it enabled me to be creative. I got to go out and interview businesses, film and edit footage using software like Adobe Premiere Pro. I've also enjoyed working with our tourism department.

