

A BRIGHTER FUTURE FOR DIGITAL IT APPRENTICESHIPS

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Kimberly gained an interest in technology using creative media at school, she found a digital marketing apprenticeship that supported her aspirations. From a level 3 digital marketing apprenticeship, she has now transitioned onto a level 4 apprenticeship, to gain the business skills to support her career progression.

I always knew that university wasn't for me, when speakers came to our school to share their experiences of university, I just knew that it wasn't something I was keen to pursue. I didn't want to attend long lectures, write loads of essays and do another 3 years of education, as well as having a student loan weighing on my shoulders once I had graduated.

In my sixth form, university was the route promoted and only briefly were alternative options touched upon. Aware that there were alternatives such as apprenticeships, I just didn't have the information on where to search for them and how to apply.

Once I finished my A levels, I was stuck, all my friends knew they were going to university and I was unsure on what I was going to do next.

I got involved with my apprenticeship programme when I was doing some research online, I had noticed that the website I was visiting, helped young adults find apprenticeships in IT.

When it came to technology I did have an interest in it, this was mainly due to studying media studies. I enjoyed using technology to create websites, magazine covers, videos and using editing software such as photoshop.



'The apprenticeship progression routes will help me achieve my ambition'

My parents were supportive and helped influence my decision, they understood the type of aspirations I had, and knew that I didn't want to go university.

I applied online and through the apprenticeship process, I was assigned a mentor who supported me throughout, giving me the confidence to present myself at interview, and ultimately securing a role as a digital marketer.

As an apprentice, I have such a great experience learning about digital marketing methods, attending exhibitions and events experience the working environment in a wider context with support from my employer and apprenticeship provider Just IT.

The benefit of doing an apprenticeship is that it allows you to experience the world of work while studying for a qualification. It also gives you hands-on experience, professional communication skills and being a part of a team.

Personally, I have been able to build my confidence when it comes to contributing and sharing my ideas in meetings and in up-and-coming projects. I have also been able to gain and develop my communication and professional skills which I can use both at work and in life.

Following my digital marketing apprenticeship, I am now doing a level 4 apprenticeship in Associate Project Management, I plan to carry on with my programme and gain as much knowledge and experience as I can. I would like to progress in my company and take on a role with more responsibility to help my organisation grow. The apprenticeship progression routes will help me achieve my ambition.



My top tips for the would-be apprentice:

Go to open days, these will provide an insight into apprenticeships

Just IT Apprenticeships match tech enthusiasts with forward-thinking companies looking to develop their own talent. Our Apprenticeship scheme is government supported and has helped hundreds of individuals get their careers started in IT while helping hundreds of companies secure their future technology skill needs.

www.bcs.org/apprenticeships



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