



IAG

Collingwood College

DECEMBER 2021 - CAREERS NEWS

Welcome to the December addition of the Collingwood Careers monthly newsletter where you will find information, advice and links.

Website

This is a work in progress and information is being added all the time. Your feedback is always welcomed and if there is anything you feel should be included or you need more information email careers@collingwood.surrey.sch.uk

Planning for Careers in Collingwood 2021 – 2022

We are planning for this academic year and are looking for volunteers. Please complete the short survey if you think you or the organisation you work for can spare some time and expertise.



[Link to Survey](#)

There are a whole host of careers that simply didn't exist before which may be perfect for digital natives like you! Here's a breakdown of some of the top 10 you might be interested in...

1. Social Media Manager

Hard though it may be for you to believe, social media is really young. Facebook only launched in 2004 and didn't enable advertising until 2007 - which means even the best Social Media Manager in the world can only claim 14 years of experience at most! Social media is constantly evolving, making this an incredibly varied and creative role that is particularly well suited to young people with their finger on the pulse. For this job, you'll have to be good at multitasking and managing content across lots of different channels, be highly organised, and always be keeping an eye on what's new and trending to make/manage great creative content.

Key skills: copywriting (and good spelling!), creativity, time management, eye for detail

Contents:

Careers that didn't exist	2
12 Days of Christmas	4
Parents' and Carers' Pack	11
Contents	12
Apprenticeships	13-15
Traineeship	16
IBM	20



@collingwoodIAG
(twitter)



careers_collingwood



careers@collingwood.

*Emma Clelland
Careers Lead*



2. Data Analyst

Data has recently become the world's most valuable resource overtaking oil in 2017, according to The Economist. That means data is BIG business, and companies everywhere are becoming increasingly data-oriented, and building teams to help them understand and use that data to become more successful. A data analyst looks at large quantities of data to establish patterns, which then enables businesses to develop strategies to grow and develop, i.e. in sales or marketing. This is an area that's only going to grow in the future and has great career potential, so if you've got a head for numbers or computer science, this could be for you.

Key skills: maths, statistics, computer science, communication

3. Sustainability Manager

Sometimes this is a role that fits under something called 'Corporate Social Responsibility' (CSR), but this role is focused on making businesses or organisations more sustainable- as you probably gathered from the title. Depending on the business or organisation you're working for this could mean anything from developing ways to reduce the carbon footprint to helping product managers ensure their products are not harming the environment. It's a varied role that requires keeping up to date with legislation and working hard to get everyone from the CEO to the part-time staff on board with the sustainability goals. Being good at working with others is a must!

Key skills: communication, team player, organisation, drive to make a positive difference

4. Digital Marketer

'Digital Marketing' is a catch-all term for all marketing roles which operate digitally, so it's not a job title per-se. For instance, you could be an SEO (Search Engine Optimisation) specialist working to build up a company's reputation online, or you could be working to develop digital advertising campaigns. Titles like 'Digital Marketing Executive' usually refer to varied roles in which you're likely to do a bit of everything, so be sure to check the job descriptions of these roles to get a feel for what that company expects from that role. It can however be an exciting and fast-paced creative, and can allow you to experience lots of different sectors.

Key skills: copywriting, time-management, good communication, creative thinking

5. Cyber Security Engineer

In this day and age, cyber security is an essential part of keeping our world functioning safely. Everyone from businesses to the government needs to ensure their information is safe from threats (internal and external), and this is an area that is always going to be in demand. What's more, this is up there as **one of the best-paid jobs in tech**, so if you're good with numbers, have a knack for coding and want a decent paycheque - this could be a good career path for you!

Key skills: maths, coding, computer science

6. App Developer

This career path is a perfect example of how a career in tech can be incredibly creative. When you consider how prevalent smartphones are today, the potential money to be made from app development is huge, and if you're a creative person with an entrepreneurial streak, app development could be the making of you! But whether or not you come up with the next Big Thing, companies also hire app developers to add a string to their bow, so there's always a demand for skilled app developers for the creation, testing and programming of apps.

Key skills: attention to detail, coding, computer science, creativity

7. Virtual Assistant

You've probably heard of personal assistants – as in someone who helps manage a person's daily administration so they can be more productive – right? Well thanks to the digital age, a new version of this career path has emerged: the Virtual Assistant (VA). This is a remote role in which someone is paid to manage their clients' administration and generally support them. As this is a predominantly administrative role, the wage is often at the lower end of the spectrum. However, specialist VAs which provide more technical support in a niche can charge more. Plus, they can work anywhere in the world as it's a remote job.

Key skills: communication, organisation, attention to detail

8. UX Designer

UX (short for User Experience) is a rapidly growing field that sits at the intersection of marketing, web design and data analysis. With an estimated 252,000 new websites created every day worldwide, the fight for people's attention is growing. Online businesses have to work harder than ever to keep people on their website and try and get them to 'convert' (make a sale/take the intended action). UX Designers' job is to ensure that websites and interfaces are designed to perform as best as possible from the users' perspective. It's a technical role and requires the ability to analyse the interfaces' data and interpreting it to make changes, but it can be a very lucrative career.

Key skills: data analysis, computer science, graphic design

9. Content Creator

This is a broad term to describe all careers involving creating content, usually involving marketing for brands, but can also include full-time content creation from 'influencers'. Influencer culture emerged after the development of apps like YouTube and Instagram, and is now embedded in social media culture. Now, brands recognise the value of high value, trend-led content to carry their message, and pay content creation specialists to do so. While a sustainable career as an 'influencer' is still a rarity, turning your passion for content creation (particularly video) into a career by working behind the scenes for a brand could be an exciting possibility. It is worth bearing in mind that pay in this area can vary wildly, with influencer pay being something of a hot-topic at the moment as many brands are seen to take advantage of the lack of visibility over creation costs.

Key skills: creativity, photography/videography, editing skills, social media

10. AI Engineer

Artificial intelligence (AI) is rapidly evolving, with Big Tech continually trying to bring out gadgets to make AI part of the daily fabric of life. AI virtual assistants like Siri and Alexa are the start of this, but AI is still in its relative infancy, with an emphasis on developing automated services, like self-driving cars for instance. There's a huge amount of creative potential, and experts are needed to bring this area to life. As this area grows, more experts will be needed, so if you want a career at the cutting edge of technological development- this could be the area for you.

Key skills: coding, maths, computer science

If you found this helpful and would like to learn more about developing the skills you need to launch a successful career, you can [sign up for free to Your Game Plan](#) and access online courses and industry-proven tools to help you stand out from the competitive crowd.

12 Days of Christmas



12 Days of Christmas Jobs

1. Christmas card designer

- **Job description:** The classic route into card design, is to do a course in graphic design or illustration “but textile design is also a very good course to do if you want to design cards. You want quirky drawings, not perfect drawings – people who do textiles can have quite an interesting style.” It is possible to earn £18,000 to £20,000 straight out of college “and then, within a few years, you’re on £25,000 to £30,000”.
- **Skills Needed:**
- Greeting card illustrators often work as freelancers. They need to have not only a good artistic ability, but also a keen understanding of design software. Formal education requirements vary, though a degree is common. Although formal requirements are not expected of potential greeting card illustrators at companies, a background in graphic design, illustration, and a portfolio is favourable.
- The portfolio is one of the most important aspects of an illustrator's application or CV, and something you could start building at school or if you go to Art college. Illustrators should focus on building a portfolio of artwork that includes a combination of quick sketches and finished artwork in as many different medium as possible. Additionally, drawings showing characters in different moods or situations are especially useful for card illustrators since they are often asked to create pictures to fit text descriptions or specific themes. Portfolios should also showcase the artist's personal style and highlight the areas in which the artist specializes.

2. Christmas Wreath Maker



- Job description: Assembles wreaths and garlands, using conifer boughs artificial decorations. Cuts conifer boughs to length, using pruning shears and sorts them according to shade of colour. Ties boughs to garland cord or circled wreath form with wire, spacing boughs to attain uniform appearance. Attaches specified decorations, like holly, artificial berries, glass balls, and ribbon.
- Skills Needed:
- Artistic, manage own time and the time of others, communication, work to deadlines, knowledge of flowers and greenery

4. Lorry Driver



- Job description: A Lorry Driver is employed by a delivery company or transport provider to deliver goods from a supplier to a customer. They make deliveries using large goods vehicles or heavy goods vehicles and are responsible for making deliveries on time and to the correct address. They are in charge of setting their own driving routes and daily schedule while also minimising fuel consumption and delivery times. A Lorry Driver delivers a wide range of goods that include industrial materials, food, beverages or consumer goods. The goods that they deliver vary depending on the industry they work in.
- Skills Needed:
- Heavy goods vehicle licence plus clean driving licence; organisational and logistics skills, concentration, driving through the night or away from home, coping with cramped conditions, mechanical skills, communication, be over 18, able to lift 20kg.

6. Reindeer handler



- Plenty of shops, garden centres and alike hire reindeer to bring in the younger crowd (and all those parents).
- So who do you think takes care of them? (Mr and Mrs. Christmas can't be everywhere at once!)
- Job description: 'Reindeer Walkers' are needed to exercise, feed and look after the festive creatures.
- Skills Needed:
- Like working with animals! And also children. Attention to detail, be able to work outside and do physical work

7. Ski/ice rink instructor



- Many towns and cities utilise temporary ice rinks over the winter period to get people in the Christmas spirit. Naturally a lot of people will want to learn how to ice skate. If you're a competent and qualified coach, then you could give basic lessons. For the most part, though, you would likely work mainly with children, holding their hand and allowing the adults to get on with making fools of themselves.
- Job description:
- Skills Needed:
- Patience, Ability to skate/ski or stand upright while learners are clinging to you, good customer relations, stamina

8. Retail



- This can be a very busy time of year for retailers, and you will often see adverts going up in stores and on social media from September onwards for Christmas Vacancies. It is a good way to get a foot in the door with a business; if you make a good impression they will possibly keep you on or approach you when a vacancy comes up.
- Job description: Dealing with customers either on the shop floor or at a till. Stocking shelves, dealing with orders/returns, display work
- Skills Needed:
- Stamina, flexibility, good customer relations, smart appearance, ability to work under pressure, multi-task, patience, accuracy.

9. Queens Speech Writer



- Job description: Why not give the Queen a helping hand in putting together her annual message to the Commonwealth? Although the words are traditionally self-written (apart from in 1932, when none other than Rudyard Kipling produced a draft), the Queen has ministers that advise her on the content.
- Skills Needed:
- Good command of English language, of current affairs and Global issues

10. Christmas Cracker Joke writer



- Okay, we kind of made this one up. But when was the last time you saw an original joke in a Christmas cracker? Surely, they must be running out by now, meaning at some point the companies that produce these crackers will need new material.
- Skills Needed:
- This is where you could come in – especially if you are an authority on dad jokes and slightly awful puns. Jokes will need to be suitable for all the family.

11. Christmas Elf



- Job description:
- Assist Santa in his general responsibilities, keep an orderly queue and make sure each child leaves with some form of festive candy for their trouble.
- Skills Needed:
- Patience, good with children, organisational skills

12. Santa Claus

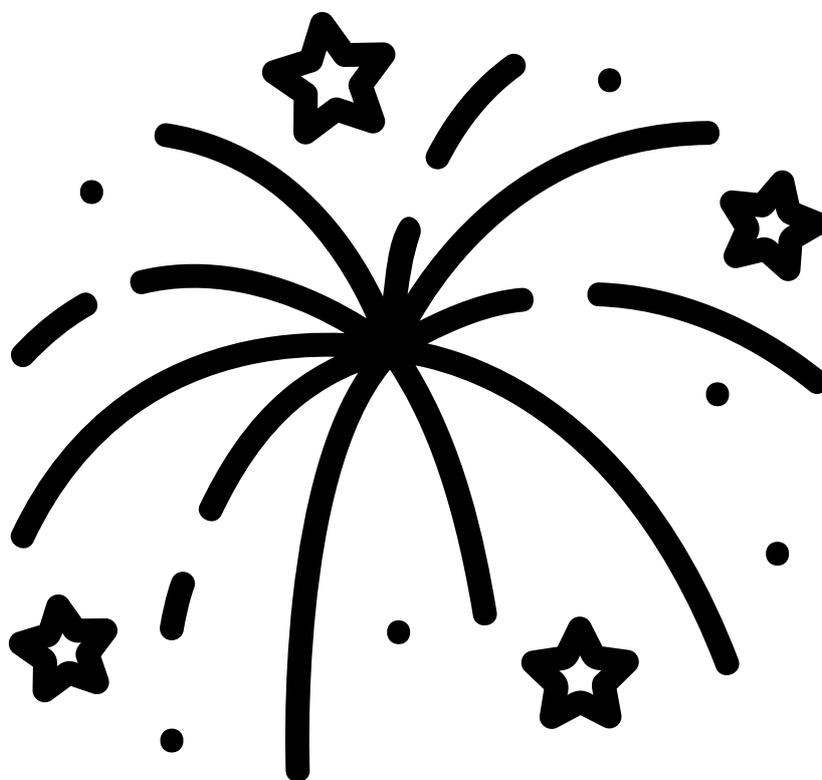


- Shopping centres and malls the world over feature grottos throughout the holiday period, giving children a chance to have an exclusive meet-and-greet with the big man. The pay is good, though, with mall Santas earning anything (£5,260–£7,510) a year depending on experience and location, not bad for a season’s work!
- Job description: A professional Santa Claus plays the role of Santa Claus at the mall or Christmas events. Your responsibilities include interacting with children and having pictures taken with guests. Other duties include wearing the red Santa Claus suit, growing a beard (or wearing a fake one), and convincingly emitting jolly laughter.
- Skills Needed:
- Patience, good with children, organisational skills, being slightly rotund around the midriff area as well as maintaining an effortlessly jolly persona (successfully passing a criminal record check would presumably help, too).

Parents' and Carers' Pack

Apprenticeship Information

Edition 30: November 2021



Searching and preparing

Carolyn Savage, Head of Youth Engagement and Apprenticeship Participation

Dear Parents and Carers,

At this time of year, lots of work will be happening in schools and colleges across the country to help to inform young people about technical education opportunities and how to search and apply for the best opportunities.

In this edition of the Parents and Carers pack, you will find information on how to search and apply for apprenticeships and traineeships, and will find out more about one of the exciting new T Level subjects launched this September. We also take a deeper dive into marketing and advertising apprenticeships, hear from an apprentice at IBM and explore apprenticeship standards you may not know about.

With more than 18,000 apprenticeship vacancies currently available, it is exciting to see the variety of options for young people and apprenticeship participation.

Carolyn Savage
Head of NEET and Youth Engagement
Education and Skills Funding Agency part of DfE



Contents

Finding an apprenticeship	3
Apprenticeships & University: Understanding the options	4
How to apply for a traineeship	6
Subject Spotlight: T Level in Digital Production, Design and Development	7
Understanding an apprenticeship in Advertising and Marketing	8
Apprentice perspective: Life as an apprentice at IBM	10
Supported Internships	11
Standards you may not know about	12

Finding an apprenticeship

How to help your child to search for apprenticeships

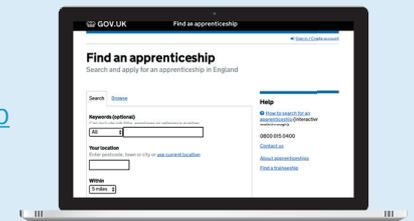
There are lots of different ways that your child can search and find apprenticeship opportunities. Using Find an apprenticeship is a great place to start. Help your child to begin their search using our top tips below.

WHERE TO START?

Find an apprenticeship website

Find an apprenticeship is the government's central vacancy portal, advertising live apprenticeship vacancies across the country, with thousands of vacancies available in a variety of roles, sectors and levels: www.gov.uk/apply-apprenticeship

This is a great place for your child to start their search for apprenticeships.



Top tips for using Find an apprenticeship

- Help your child to create an account so that they are ready to search and apply
- Help them to set up alerts for when new and interesting vacancies come up in your area
- Help them to think widely about how to search for vacancies:
 - **Distance**
Can they travel or commute a bit further?
Can they relocate?
What is a realistic distance to set for their search?
 - **Role**
Try to help them to choose broad job titles or roles so that more appear in their search.
 - **Level**
Encourage them to search for roles at different levels. There are brilliant opportunities at intermediate and advanced levels that they may rule out by limiting their search to just higher or degree levels.

Scan to visit the website



WHERE ELSE TO LOOK?

Company website

If your child has a particular employer in mind, visit their website and see if they can sign up for recruitment alerts or if they send out a newsletter.

Social media

Make sure your child follows the employer's careers pages on social media as they will probably use this as a way to promote their vacancies.



Friends and family

Lots of apprentices hear about opportunities through friends and family members. Be sure to tell your networks that your child is looking for an apprenticeship and you never know what might come through!

Apprenticeships & University:

Understanding the options

Points to consider when thinking about options

There are so many options for young people to choose from as their next step when they leave school, from apprenticeships to gap years, to full-time university to a job, so it can be difficult to know which option is going to be best suited for them. Below we share with you some key points for your child to think about when considering the differences between apprenticeships and full-time university.

APPRENTICESHIP

UNIVERSITY

FINANCIAL ELEMENT

Apprenticeships are fully funded by the employer and/or government. The individual will earn a salary and will never be expected to pay for their training and qualifications.



There will be tuition fees associated with university, however there may be grants and bursaries available. Students can take out loans to help with the university costs, which will not need to be paid back until the individual is earning a minimum of £27,295.

CHOOSING A COURSE

There are over 600 apprenticeship programmes of different levels and across many sectors. If your child knows the career they would like, an apprenticeship could be a great option. They will be gaining a recognised qualification and hands on training from day one. [Take a look at the apprenticeship standards](https://tinyurl.com/WCZZDVVE) for the full list: <https://tinyurl.com/WCZZDVVE>

There are thousands of university courses to choose from. If your child is unsure of their career path, they could do a degree that could lead to various careers. At the end of their degree, they can decide on the career path from the knowledge and skills they have gained along the way.

GAINING THE QUALIFICATION

80% of the learning is practical on-the-job training, and the other 20% of their paid time is off-the-job learning that will take place with their training provider. During the working week, apprentices can put the knowledge learned straight into practice.



Learning at university is mainly lecture based. Through lectures, workshops and research, your child will study the criteria required to gain the qualification. Depending on the degree, there may be a requirement to complete a work placement, or some time abroad. This is usually in the second or final year of the degree.



Apprenticeships & University:

Understanding the options

Points to consider when thinking about options

APPRENTICESHIP

UNIVERSITY

GAINING SKILLS

Apprentices gain work experience and develop skills on the job using current technologies and the insight of colleagues to support their progress.

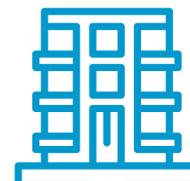
There are many transferable competencies developed which can be used in future roles. There are also lots of opportunities to learn life skills, especially if your child moves away from home.

LIVING AWAY FROM HOME

It is possible to relocate with an apprenticeship and rent a property closer to the workplace. Alternatively, set out a plan where learning to cook and budget are incorporated with staying at the family home.



For some students, the experience of going to university includes living away from home. Moving away from home means that students will have to learn important life skills, including how to budget and how to cook.



SOCIAL LIFE

Some organisations recruit a cohort of apprentices. They get to know each other really well which supports the social aspect. Apprentices also get to meet other young people while they are with the training provider. Lots of employers recruit apprentices year after year, providing a support network for developing their social skills.

There are lots of new people to meet when going to university and in some cases, friends for life. If living on a university campus, there is usually lots to get involved with, from social events to sports activities.



APPLICATION PROCESS

Apprenticeships are like other jobs. Vacancies are advertised throughout the year and will each have its own recruitment process. This may include submitting a CV or application form, follow up assessment days, and interviews.

Throughout the UCAS process there will be set application dates. Applicants must submit their completed application, personal statement, and academic reference by the deadline.

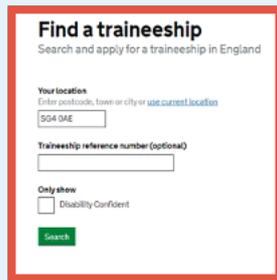
How to apply for a traineeship

The where, when and how of applying for a traineeship

A traineeship can help your child to get the extra support they need in order to get into employment, an apprenticeship or further education. Traineeships are available all year round, so they can be applied for at any time. So, if you are thinking that a traineeship may be the next step in your journey, here's how to apply...

STEP 1: Find a traineeship

- By asking the local college or training provider if they have opportunities
- By speaking to the school careers adviser if your child is 16-18 years old
- By speaking to the Jobcentre Plus adviser if they are in receipt of benefits
- On the [Find a Traineeship](#) page
Visit: <https://tinyurl.com/4YNEY2W3>



Find a traineeship
Search and apply for a traineeship in England

Your location
Enter postcode, town or city or use current location
SG4 0AE

Traineeship reference number (optional)
[Text box]

Only show
 Disability Confident

[Search]



STEP 2: Create an account

Your child needs to create an account on the 'Find a traineeship' page and enter your location postcode, town or city.

Important tip!

Remember to tick the Disability Confident box if additional support is required during the interview or work experience.



Create an account

Your details

First name
[Text box]

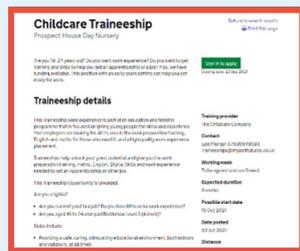
Last name
[Text box]

Date of birth
Day [Text box] Month [Text box] Year [Text box]

STEP 3: Look for a traineeship

Search the list of available traineeships in the chosen area and click on the results that are of interest.

This will give you an overview of the traineeship, including the working week pattern, start date and the training that will be provided.



Childcare Traineeship
Prospect Primary Day Nursery

Are you 16-21 years old? Do you want work experience? Do you want to get training and skills to help you get on in your career? If you tick 'Yes' to all three questions, you will be able to apply for this traineeship. This traineeship will help you gain experience in a childcare setting. It will also help you to develop your skills and confidence. You will be able to apply for this traineeship if you are currently unemployed or on a jobseeker's allowance.

Traineeship details

This traineeship will give you a great chance to gain experience in a childcare setting. You will be able to apply for this traineeship if you are currently unemployed or on a jobseeker's allowance. You will be able to apply for this traineeship if you are currently unemployed or on a jobseeker's allowance.

Are you eligible?
 • Are you currently unemployed? (If you are currently unemployed, you can apply for this traineeship.)
 • Are you aged 16-21? (If you are aged 16-21, you can apply for this traineeship.)
 • Do you have a jobseeker's allowance? (If you have a jobseeker's allowance, you can apply for this traineeship.)

Training provider:
The Children's Learning Centre

Contact:
01203 610000
01203 610000

Employment:
Full-time, part-time, casual, temporary, seasonal, fixed-term, zero-hours

Employment location:
On-site

Possible start date:
15/09/2021

Date posted:
08/09/2021

Expires:
08/09/2021

STEP 4: Complete and submit the application form

Make sure they are signed into their account to be able to apply. Their details should automatically appear so they just need to add their qualifications and any previous work experience or training courses they may have attended. The form asks if any support is needed during the interview and if they have any additional needs. Then just submit! They should hear back within 3-4 weeks after applying.



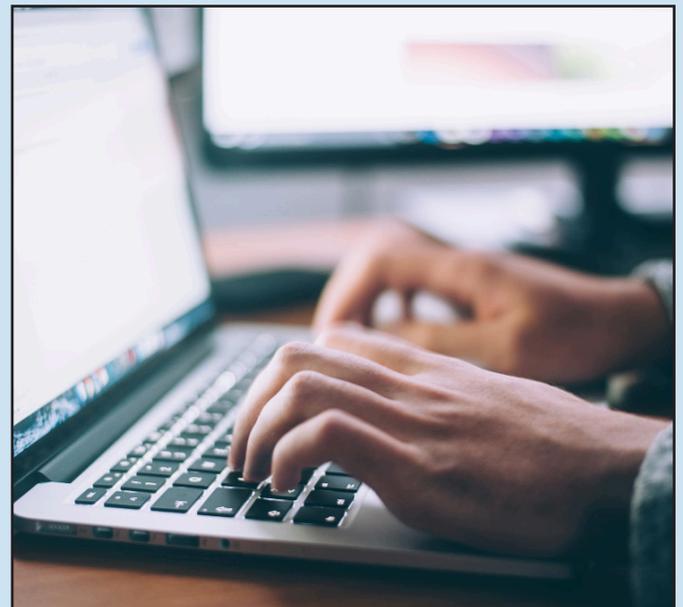
Subject Spotlight: T Level in Digital Production, Design and Development

7 new exciting T Level subjects were launched in September 2021, providing more young people with an opportunity to do a 2 year course where they gain valuable knowledge and experience through their study and industry placement. Read below to find out more about the new Digital Production, Design and Development T Level now available.

WHAT IS DIGITAL PRODUCTION, DESIGN AND DEVELOPMENT?

The core element of a T Level in Digital Production, Design and Development will allow your child to develop their knowledge and understanding in a broad range of topics such as programming, coding, the use of data and the different platforms of delivery in the digital industry. It's a fast moving and cutting-edge subject and they'll also learn about the potential security risks that organisations can face and how to analyse problems and identify solutions through computer programs.

They'll then move onto study the subject in more detail through the occupational specialism. This is where your child can get deeper into specific aspects of the subject, developing and practising the skills needed for an occupation.



WHAT CAN YOU DO WITH THIS T LEVEL?

This course is suitable for anyone wanting a career in software production and design. Students can progress into roles such as:

↑ **WEB DEVELOPER**

↑ **WEB DESIGNER**

↑ **SOFTWARE DEVELOPER**

↑ **COMPUTER GAMES
TESTER**

↑ **COMPUTER GAMES
DEVELOPER**

↑ **E-LEARNING DEVELOPER**

↑ **USER EXPERIENCE (UX)
DESIGNER**

Students can also use this T Level to do a related higher level apprenticeship or degree course.



Find out more

For more, visit: www.tlevels.gov.uk/students/subjects/digital-production-design-development



Understanding an apprenticeship in Advertising & Marketing

Discovering the best way to influence a wider audience

Many industries in the public and private sector use advertising and marketing to drive the business forward. This could be encouraging people to buy products, watch programmes or use the services they provide. Understanding the impact of consumer awareness is crucial to a successful career in marketing and advertising.

What's the difference between Advertising and Marketing?

Advertising and Marketing are two different disciplines, with the same goal, to increase business revenue through raising the brand profile and selling products and services.



Marketing is influencing its audience to recognise the organisation, raising awareness of who they are and what they have to offer. Marketing can start with the company culture, how it's perceived by internal and external customers, branding and overall products or services.

Advertising is the promotion of individual products or services to its audience. The advertising will always follow the branding image set out from the marketing strategy.

There are two specialisms working in advertising:

1. **The creative element**
Building the advertising campaign
2. **The media element**
Knowing where it is best placed to make the biggest impact.

What to expect from a job in marketing?

- To create and follow a marketing strategy
- Collecting and analysing research data to understand audience behaviour
- Build brand awareness through a strong marketing plan
- Evaluate campaigns to help identify future opportunities

What to expect from a job in advertising?

- Create successful campaigns for the ideal medium
- Know how to influence or inform the appropriate audience
- Understand the legal and ethical regulatory standards
- Monitor the progress and the success of the campaign



Skills that would support a career in advertising and marketing include:

- Having imaginative ideas
- Having some commercial awareness
- Having a desire to influence others
- Enjoys communicating with lots of people
- Enjoys writing for different audiences

Understanding an apprenticeship in Advertising & Marketing

Discovering the best way to influence a wider audience

Taking a deeper look at the different types of advertising and marketing roles.



JUNIOR ADVERTISING CREATIVE, LEVEL 3

Apprentices learn to follow the creative brief with oversight of budgets and brand and then present their ideas to meet the requirements. Once the project is authorised, they will build the campaign.

Typical duration:
18 months

Possible job roles:

- Creative Technologist
- Junior Brand Creator
- Junior Copywrite
- Junior Creative



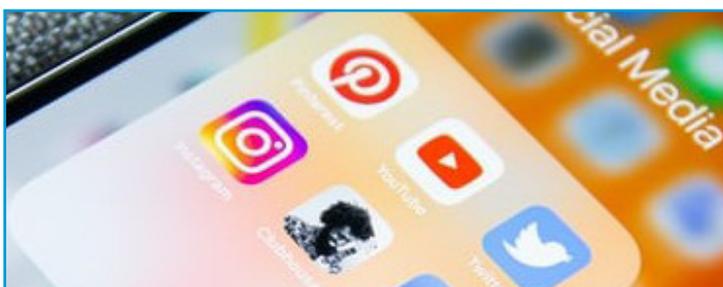
ADVERTISING & MEDIA EXECUTIVE, LEVEL 3

Apprentices are part of the full advertising process. They will understand the expectations of the campaign, identify and resolve any challenges then evaluate the campaign.

Typical duration:
18 months

Possible job roles:

- Advertising & Media (A&M) Creative Specialists
- A&M Executive
- A&M Executive Media Specialist



DIGITAL MARKETER, LEVEL 3

Apprentices build on existing customer relations and engage with new customers by creating digital campaigns across social media platforms. As well as the creative role, there is also coding involved.

Typical duration:
18 months

Possible job roles:

- Digital Marketing Assistant
- Digital Marketing Technologist
- Social Media Executive



MARKETING EXECUTIVE, LEVEL 4

Apprentices work with stakeholders to deliver the marketing plan across publications, social media and other mediums. They will be involved in analysing research and identifying audience behaviours to produce a successful campaign.

Typical duration:
15-21 months

Possible job roles:

- Marketing Officer
- Marketing and Communications Officer
- Marketing Specialist

Apprentice Perspective: Life as an apprentice at IBM

Meet Euan Wilcox, a Chartered Business Management Degree Apprentice

I started my apprenticeship in September 2020, meaning that the majority of my experience to date has been online. Throughout my A level experience, I always combined my academic learning with challenging part time work, and I wanted to continue this trend of combining work and education. The apprenticeships with IBM proved to be an ideal path. The course not only allows me to obtain a degree and other sought-after qualifications, but it also exposes me to thought-provoking and rewarding work, allowing me to grow professionally exponentially.



I completed much of my apprenticeship research alone, particularly due to a profound lack of support for the apprenticeship route at school, university was pushed a lot more! Due to this, I have extensively advocated for apprenticeships since beginning my own, hopefully never leading to another young person feeling unsupported again.

Just like any other apprentice, I spend 20% of my time in education, my degree is provided by the University of Kent but I will also receive Chartered Management Status from the Chartered Management Institute by the end of my apprenticeship. My education is now mainly in-person and I attend seminars every Friday.

In preparation for these sessions, I watch pre-recorded lectures on weekday evenings. Ensuring I have my days planned out and dedicated time carved out for university work allows me to stay on top of it.

Visit [apprenticeships.gov.uk](https://www.apprenticeships.gov.uk) to find out more.



My proudest achievement since beginning my apprenticeship was speaking at the House of Lords about youth unemployment, articulating how apprenticeships are viable routes for many young people experiencing unemployment. Outside of work I am a keen runner, currently training for this year's London Marathon, raising money for a charity called Rhino Ark.

If I could give one piece of advice to those looking at their future opportunities, it would be research. There are so many apprenticeships available now. If you thought the only route to your desired career was through university, then think again. Without a doubt there will be an apprenticeship that will get you to that same position, with so many added benefits on top.



Find out more

To find out more about IBM apprenticeships visit: www.ibm.com/uk-en/employment/entrylevel/#Apprenticeships



Supported Internships

What is a supported internship and how will it benefit my child?

As a parent or carer of a child with learning difficulties or disabilities, you may have extra worries and concerns about how your child may access employment. Supported Internships have been developed as a valuable opportunity for young people aged 16-24 with an Education, Health and Care Plan (EHCP) or a Statement of Special Educational Needs (SEN). It helps to provide young people with work experience and to develop a variety of skills that will be expected in the workplace.

How does a Supported Internship work?

They are structured study programmes that are mainly based with an employer. They last for a maximum of 1 year and allow your child to experience a range of different departments within a business.



Your child will complete a personalised study programme which includes maths and English, but also the opportunity to study for other work-related qualifications. This will help to move in to paid employment at the end of their internship. Supported Internships focus on a much more personalised experience for your child, ensuring that they are getting the very best opportunity for them.

What support will my child get?

As well as having a personalised programme that has been designed to meet their needs, your child will also get their own job coach. Their job coach will work directly with your child to set up step-by-step methods to allow them to deal with the tasks they are being given.

The job coach will also offer one-on-one support to your child as they work through their internship. Not only does the job coach work with your child, but they also guide the employer by helping them to make any required adjustments. Your child may find that as they grow in confidence they need less support from their job coach, but they will remain an important point of contact throughout.



What will my child achieve?

Your child will be supported as they learn and develop the skills that are important to employers. It will also allow your child to demonstrate their value in the workplace and, most importantly, it will help them to become more confident, both in their own abilities and how these abilities allow them to perform successfully at work.

How can I apply or find out more information?

Your child's school or college should have lots of information about Supported Internships. The SENCO officer or Careers Leader should be able to help your child to find out more.

However you can also seek additional help and guidance from your social worker or transition worker, and from Job Centre Plus. When you start to look at Supported Internships, the role should be compatible with the interests of your child. The learning provider will be able to identify the needs required for each individual and put together the best-suited programme. Not only will this enable your child to get the best from this opportunity, it will also help to carve out a plan for their future.

Apprenticeship Standards

Keep up to date with the range of apprenticeships available

New apprenticeships are being developed and released all the time through The Institute for Apprenticeships and Technical Education. The list below shows some of the brilliant apprenticeship standards available.

Find out more here: www.instituteforapprenticeships.org/apprenticeship-standards

Scan to
visit the
website



Agriculture, Environmental and Animal Care	Arboriculturist 	Undertake tree inspections and surveys.	Level 4
Digital	Data Scientist (Integrated Degree) 	Working in a team to find ways to improve an organisation's processes.	Level 6
Health and Science	Hygiene Specialist 	Provide specialist hygiene services in areas such as closed plants, sterile environments, food production and laboratories.	Level 4
Transport and Logistics	Train Driver 	Responsibility for driving trains in a safe, punctual, economic manner over various routes.	Level 3
Education and Childcare	Academic Professional 	Working within the higher education (HE) sector delivering higher education teaching.	Level 7
Catering and Hospitality	Commis Chef 	Preparing food and carrying out basic cooking tasks in every section of a kitchen under the supervision of a senior chef.	Level 2
Engineering and Manufacturing	Print Operative 	Assist in production of a printed product or component.	Level 2
Legal, Finance and Accounting	Motor Finance Specialist 	Offering and administering finance packages to customers buying vehicles.	Level 3