

Chloe White - Digital marketing apprentice, New College Swindon (video transcript)

Hi everyone, my name is Chloe and I'm the digital marketing apprentice at New College

I am currently in charge of website content and upload, social media, google analytics reporting, research and general marketing bits and bobs. If you google digital marketing and what the job role can include, I could be doing anything from that list.

Quite lucky in my job where I get to kind of go between things. I'm currently trying to teach myself how to use google tag manager efficiently and Facebook business manager, so it's really good. You get to learn on the job whilst also doing your course. Not only do I work with the marketing team but I also get to work closely with it which is really nice because I can learn things from them that I might not necessarily learn from my own team. I've learned so many things from my apprenticeship and gained a lot of certificates and things, not only from my course but because there's so many online courses and things.

Would I recommend an apprenticeship? Absolutely! I didn't know what I wanted to do after school and all they were hammering into me was go to university go to university. I didn't really know an apprenticeship was an option. I kind of fell into it whilst I was looking for general work and things like that after school, but it's the best decision I have made. Not only do you get qualifications but you also get experience and you get paid for getting experience. The experience is the most invaluable thing ever.

Not only have I gained so much confidence, it was impossible to get into a digital marketing role without having experience, so this is a great way to get your foot in the door and get to where you want to be.

Because there's so many aspects to digital marketing it's quite exciting knowing that when I finish there are lots of different routes that I could go down. I'm considering maybe doing a level four apprenticeship, but I'm really not sure what I want to do after my apprenticeship. Definitely continue working where I am at New College if possible - there are so many things to learn still.

Keep an eye out on the college Facebook and website for current apprenticeship vacancies.