

**Erin – City of York Council
Digital Marketing Apprentice (Level 3)**



“Ever since studying graphics at secondary school I always knew what I want to do. During my time at sixth form, I looked into the university route, however after researching courses and attending open days I knew it wasn’t for me.

I then started to look at apprenticeships and found an opportunity with City of York Council in Graphic Design, where I would get a Level 3 qualification in Creative and Digital Media.

I started my role in September 2018 and have covered so many areas, from leaflet design to banners used across the city. No day is ever the same. I have gained experience in design as there are so many different projects and opportunities for me to get involved in.

I completed my design apprenticeship in March 2020 and am now the Graphic Designer at City of York Council. Since completing, I have also been enrolled onto a Digital Marketing apprenticeship, so I am able to expand my knowledge and skills that go hand in hand with graphics and opening up my opportunities to progress.

Doing an apprenticeship is definitely the right choice for me. I get a better understanding of what it is like working with deadlines and clients, as well as managing my time and prioritising projects. Additionally, I come out with 36 months’ worth of practical experience which is something that going to university typically can’t give you.”

Erin previously attended school and sixth form in Darlington.

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