

## **Hannah Cripwell, York Learning (City of York Council) Business Administration Apprentice – Marketing & Events**

Training Provider: York Learning

After completing her studies at Fulford sixth form, I wanted to gain both work experience and a qualification. I saw apprenticeships as a head start in my career, as I would come out of it with experience and this helps you stand out to employers. As my apprenticeship is so varied, it gives me a good insight into what areas of work I would like to pursue. I found the vacancy on the [gov.uk/apply-apprenticeship](https://www.gov.uk/apply-apprenticeship) website. It was also advertised on other job search websites such as Indeed. I applied and was successful at interview.

I am involved in a variety of tasks for a number of managers in different areas. I complete administration work in terms of staff training, enrolments and online e-portfolio system. I do a lot of marketing work, including creating flyers, leaflets and brochures to advertise. I also co-run various social media channels.

Prior to the pandemic I was involved in organising events. However more recently I have been involved in virtual events.



My off the job training has given me an understanding of the fundamentals of business, as well as the theory behind project management and effective communication. It has also helped me decide which areas of work I enjoy the most and reflect on my own work and areas I can improve. My confidence has grown, as working with a range of people has allowed me to find the best ways of communicating. I have developed multi-tasking skills, having several deadlines and work going on at once I also now have resilience, adapting to the new way of working during the pandemic, as my job role changed during this period, I have managed to find more effective ways of working.

I would definitely recommend apprenticeships. Although the 'norm' is university, my advice would be to do research and look at your options. It puts you a step ahead at a young age, earning a wage, gaining work experience and getting qualified. I would also advise applying for several different positions that appeal to you, as you can often get a feel for a place during interviews and there is also a lot of competition for vacancies.