

MEET EMMANUELLA, A LEVEL 4 PUBLIC RELATIONS & COMMUNICATIONS ASSISTANT APPRENTICE AT EXPERIAN

Tell us a bit about your role.

My job title is Internal Communications Assistant, but my apprenticeship is in Public Relations and Communications, meaning I get the best of both worlds. I learn about how and why we communicate certain stories internally and externally, what the best channels are to do so and also about engagement.

Why did you choose to do an apprenticeship?

I started my apprenticeship in September 2022 and it all began because I made the decision not to go to university, even though it feels like that's what every African child does. I saw that doing an apprenticeship would be much more beneficial financially for me. Also, I realised it would allow me to build useful skills in an environment where I could learn from my colleagues, and get experience under my belt. I always loved writing, so when I read the job description for my current role, I applied immediately and just trusted God that they would see I have potential.



How did you go about finding an apprenticeship?

I was fortunate enough to have had an insight into apprenticeships before I went into sixth form, so by the time I started year 12, I had already drafted pros and cons lists of a few roles I wanted to go for - Google, Tiktok, Indeed, RateMyApprenticeship, Instagram...I used them all! Funnily enough, I found my current role by chance at about 3:00am, prayed that I would get it and then submitted my application. My school offered apprenticeship sessions, which I was grateful for, and I worked quite closely with my school's career advisor. With her help, I refined my personal statement and used parts of it in some of my apprenticeship applications.



What appealed to you about your role?

I originally wanted to go into marketing as it was a module I found suited my skills very well during Business A-level. This then turned into digital marketing and user experience, because I really wanted to be a woman in tech, but I realised I needed to go back to my roots and use my love of writing to help me flourish. For me, the idea of storytelling in internal communications was like painting a picture for the audience, and that really enticed me.



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How is your apprenticeship delivered?

My training provider is Cambridge Marketing College. My course is completely online (unlike other apprentices at my company), so my tutor and I meet once a month for sessions on Teams. I complete tasks and submit them to him by email. I have definitely had to learn how to balance learning and working!

How does your employer support you with your apprenticeship?

My manager really supports me by helping me connect with different parts of our business for support with my weekly assignments, if she can't help herself. This helps to broaden my network, as well as my knowledge of the business and what our purpose, and my purpose, is.

Who or what inspires you?

My mum's work ethic and resilience definitely inspired me, and I saw her as a superhero when I was growing up. I also always admired people that were very organised and put together, but as I got older, I realised that it's good to be like that, but also to know you don't need to have everything figured out - you just need the willingness to push through.

What is your proudest achievement?

I think my proudest achievement is finishing school, moving to a new city alone and landing my current role. My mum sadly passed in February 2023 and I had to juggle grieving and all the emotions that came with that, whilst in the first year of my role; learning and figuring out the first real year of adulthood. I thank God for the strength that I've had to keep going and I hope I'm making her proud.

What would your advice be to students, parents and carers about apprenticeships?

Apprenticeships are not always easy to secure, so remember that no matter what happens, you'll find the best role for you in the end. Rejection is never bad, just redirection! Even in the application process, you will build so many skills and learn so much about yourselves. Parents and carers - be a support system and help out wherever you can, research alongside them, and teach them interview skills that you have.

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Find out more about the Black Apprentice Network and their mentoring scheme for future apprentices here:

<https://amazingapprenticeships.com/the-black-apprentice-network/>



Discover more about apprenticeships:
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