

# Life as an apprentice

Meet Gabby, a Content creation apprentice at The National Lottery Community Fund

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## **Why did you choose to do an apprenticeship?**

After making the unconventional decision not to go to university after completing my A levels, I had absolutely no idea what path I wanted to take, as there were so many different options. I reminded myself that it is okay and navigating adulthood isn't always straightforward. I had worked in hospitality for three years and took some time to explore what I enjoyed doing, in and out of work, to identify what was right for me. This was how I realised an apprenticeship was more suited to my love of self-learning.

## **Why did you apply for this apprenticeship?**

I had applied for a few apprenticeships but thought the apprenticeship at The National Lottery Fund was the most suited to my personality and pre-existing skills. Following a successful interview process which included completing a task, I started a Level 3 Content Creation apprenticeship in October 2020. For me, it wasn't necessarily about the industry my apprenticeship would be in but more the experience of creating branded content for an organisation I respect the values and purpose of. It was a matter of perfect timing when I found this role.

## **What does a typical day look like for you?**

I am currently a hybrid worker, so my work schedule really does vary day to day. I think that's part of the brilliance of apprenticeships. I have dyslexia, so this works great for me. I don't struggle as much with concentration when I am doing new and exciting tasks every day. It also means I am exposed to a lot of new learning

and have the chance to work with a diverse network of colleagues. As a content creator, I produce a variety of content, such as video, copy, graphics, and social media posts, all for different purposes. I have a mixture of meetings and time for focused, independent, or collaborative work. I also complete administration tasks.

## **How is your apprenticeship being delivered?**

One day a week, I complete off the job training. This involves carrying out my own research related to my content creation apprenticeship, anything from social media analytics to film/TV production. I have tutoring sessions once a month. The other four days, I work on projects in the Knowledge and Learning team that allows me to put my newly learnt skills into practice in a real work environment, with standards and deadlines.

## **What have been the benefits of your apprenticeship?**

I have learnt SO much about work, content creation, and myself. I have been able to make responsible decisions as part of my work and I love being able to get on with tasks myself. Plus, it has helped build up my transferable skills set. I now feel confident working across platforms and software. I have been encouraged to pitch my ideas for projects or any contributions to my managers to ensure I get the most fulfilling experience possible. Finally, the support I received has been more than I could have wished for.

## **The future**

I still don't really know what I want my future to look like, but I hope to end up in the creative industry, using all of the experience I have gained in the past two years. Not always doing what is considered conventional, whilst trusting the process, is super exciting and rewarding. What advice would you share about apprenticeships? You know yourself best and know what will make you happy. Don't be afraid to ask questions and feed your curiosity as much as possible.