

Life as an apprentice

Meet Scott, a Junior Content Producer Apprentice at Breathworks



Why did you choose a career in digital marketing?

I left Sixth Form and was extremely lucky to get into Rose Bruford drama college, where I attained a 1st class honours degree in acting. I pursued my music career as a singer/song writer for several years, and during this time, I gained new skills in content creation and digital marketing. This was something I enjoyed doing, I discovered I was good at it, plus it had the benefits of being a lucrative career path.

How did you find your apprenticeship?

I received some career guidance and discussed my interest in Digital Marketing. We spoke about the apprenticeship route as an option for the sector. I hadn't considered doing an apprenticeship as I already had a degree, but the idea of starting a promising new profession, not having to pay to learn and earning a salary in the process was extremely appealing. I found The Juice Academy by googling Digital Marketing Apprenticeships in my local area. They are a not-for-profit apprenticeship provider, running a programme where I would work towards the level 3 Content Creator standard.

What does a typical day look like?

That's the great thing for me about being a digital marketer and content producer at breathworks, every day is varied. I could be creating content or website landing pages to help promote the courses, retreats and workshops Breathworks offer, editing videos, designing vouchers, writing blogs and, of course social media content for a variety of platforms. My favourite task was when I visited the Adhithana Retreat Centre in the

beautiful Herefordshire Countryside to take videos and photos of the retreat.

What are the benefits of an apprenticeship?

I am gaining a professional level of experience from my colleagues, who are providing me with the expectations required for the industry. I have had to learn to be more organised, but this has helped me to lead on projects, and learn the ways of working, including work etiquette, which can only help me to build my work portfolio.

How is your apprenticeship being delivered?

I attend the Juice Academy every two weeks for my face-to-face learning. The Juice Academy is in partnership with Apprentify and Tangerine to ensure all apprentices have the best opportunities and support available. I upload my work through a programme called Bud which Apprentify handle. They also provide a brilliant work coach who provides me with great support with my off-the-job study. I also have a learning support mentor who specialises in supporting people with Autism and ADHD.

What do you like to do in my spare time?

My creativity continues outside of my work. I am a videographer, and I Co-founded a multimedia production company for commercial events. I have also become a member of the Apprenticeship Ambassador Network. I volunteered to film the regional Apprenticeship Awards ceremony and capture the excitement of the day. Plus, I work at a petting zoo, which I really enjoy too.

What advice would you give others?

For those who are neurodiverse or may have a learning difficulty, I would suggest trying many things and working out what you can do and are capable of – preferably that you enjoy too. The skills you will learn along the way are transferable and you learn more about the working world. Then play to your strengths, choosing a career you like. This can make you feel more assured that with an apprenticeship, you will often have the support of work coaches like mine who can help to correspond with your boss to help ameliorate any difficulties you may experience due to your condition.

