

YORHUB MARKETING APPRENTICE



YORhub's marketing apprentice was initially appointed in July 2013 through the YORfuture Shared Apprenticeship Service on a 1 year plus 1 year basis in support of YORhub marketing and communications.

Evan Williams was the first apprentice to be employed by YORfuture. He is hired to YORhub through East Riding of Yorkshire Council, and based in the Efficiency North team in Sheffield under the mentorship of Marketing and Communications lead Liz Butcher, dividing his duties equally between Efficiency North and YORhub. Following interview Evan was selected from 8 hopeful applicants gathered by The Source Academy Sheffield. Evan pursues his apprenticeship qualification via The Source, who monitor and assess his progress and provide guidance with monthly on site visits from a tutor.

Aged 18, Evan had been studying A-levels at college but was seeking a more hands on opportunity to apply and develop his skills and pursue his learning in a dynamic working environment. He was the best all round candidate who impressed the interviewing panel with his readiness for work, transferable skills and honest, original answers, as well as his approach to the set task which demonstrated natural marketing flair.

“ I'm grateful for this opportunity to move out of college into a hands on, practical environment where I am an active and valued member of a team. The people I work with are always trying to pass on their knowledge and experience to me which helps to boost confidence in my own ability and expand my knowledge of both marketing and construction/social housing.”

Evan Williams,
Marketing & Business Support Assistant

The NVQ Level 2 Certificate in Marketing qualification is made up of 7 units, 4 mandatory and 3 optional, requiring a total of 21 credits to complete the course. Together Evan and workplace mentor Liz Butcher selected optional modules that would best align with the organisation's workload and Evan's skillsets. Being matched to actual duties undertaken, learning happens continuously through the practical application of knowledge and skills.

Besides his more routine office duties such as responding to customer and colleague queries, supporting events, meetings and diary management and websites administration, Evan has had the opportunity to prepare and deliver his first public presentation to the Efficiency North Joint Tenant Panel, at one of their regular meetings on 19 February 2014, explaining what his Marketing Apprenticeship NVQ Level 2 entails. He has also played an active role in the TeenTech South Yorkshire event at Doncaster Racecourse in March 2014, written blog posts, supported social media networking, and prepared original promotional materials. He will also be attending the annual national CIH conference with the Efficiency North team in June 2014.

Following completion of his first year in July 2014, Efficiency North will progress with Evan's apprenticeship into its second year. The team would like to develop his contribution to the business by providing opportunities for him to learn new skills and build his confidence while he pursues his NVQ Level 3 qualification, to help him achieve his goal to have a successful future career in marketing.

 **YORfuture**
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