

Apprenticeship Case Study

Andy Stephenson

Employer: **Wakefield Council**
Role: **Communications Officer**
Apprenticeship: **Digital Marketing Level 3**



What led you to enrol on an apprenticeship?

My employer is a levy paying employer and as part of their commitment to staff development asked me if I would be interested in undertaking a Digital Marketing Apprenticeship. As my role involves digital marketing within it and due to me always having a keen interest in it, I jumped at the chance to undertake the qualification.

What are you enjoying most so far?

It is my first time undertaking a qualification that is delivered in part via online sessions. The webinars are engaging and really enjoyable. Last time I did a qualification I had to rush to the submissions office in time to hand in a physical copy. Doing it online is so much easier!

How would you rate the quality of your training programme?

Excellent quality. It covers everything we need to do in the office to improve our digital marketing and has been really beneficial to our department.

How would you rate our bespoke LMS/online live classroom facility?

It's great. It easily allows people to work together and learn from each other even though we are based at different locations across the country.

What was your view on apprenticeships before becoming one yourself?

I wish I'd known more about them at school. The guidance at my school was all about going to university and apprenticeships weren't really mentioned. The way I like to study is far more in tune with what an apprenticeship offers and if I could go back I would definitely chose an apprenticeship.

Would you recommend Virtual College Apprenticeships to others?

Absolutely. The online learning and face to face seminars have been great.

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To find out how apprenticeships can benefit your business, get in touch:

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