

Your weekly guide to careers information, advice and news from Parklands High School

Hello there. Lots of useful information, as always, in this edition of Career News.

- Most of the college open events have now taken place, although there are still one or two in December - and of course, a few in the New Year. However, college interviews start in January, so applications need to be in as soon as possible.
- There is a great Future You quiz from Neon, which will help to spark off conversations about possible career pathways.
- Parents/carers can find out more about Army apprenticeships by signing up for 'A Parents' Perspective' insight session with the British Army.
- LUSoM are offering a science revision programme in January, for those students aiming for high grades in GCSE Physics and Chemistry. There is also another Open Day in March.
- Myerscough College have their final course advice morning this Saturday, 6th December.
- Find out more about the brilliant apprenticeship opportunities in Audit, Tax and Business Services with KPMG.
- Last week to get your entries in for the Immerse Education Essay Competition.
- Take the 5 minute career quiz with InvestIn Education to learn the industry you are best suited to and check out the amazing summer school programmes they offer.
- Don't miss out on the Individual Challenger Experiences perfect for STEM enthusiasts who want to make a difference in the future.
- Don't forget that the Medical, Dental and Allied Health virtual work experience schemes are still running, along with the last conferences for 2025. These are absolutely vital for anyone considering a career in any branch of healthcare and will help you stand out on UCAS forms and in future uni or job interviews.
- Finally, check out the Career of the Week on the back page.

Have a great weekend





Dear Parent/Guardians,

Are you curious about the opportunities the British Army offers young people? Join our British Army Insights session designed to give you clarity and confidence about what's possible.

Event: British Army Insights – A Guide for Parents & Carers

Date: Tuesday 20 January

• Time: 18:00 - 19:00

Join Now!

Survey Highlights:

Recent research with over 600 parents and guardians found that:

- Only 27% of parents/carers felt fully confident supporting their child through the Army apprenticeship application process.
- 49% of parents/carers would like to attend an online session and receive resources/information about British Army apprenticeships.

What to Expect:

- Discover what life in today's Army really looks like, including the wide range of roles, training, and qualifications available.
- Hear real stories from those with lived experience, get practical advice, and have time to ask your questions.
- Find out how the Army helps young people build confidence, resilience, and valuable life skills all while earning and learning.

Join Now!

Bonus: When you attend, you'll receive a **FREE downloadable resource** to help you support your child's career choices.

Whether your child is curious about the Army or you simply want to understand more, this session is here to support you.



There are lots of different ways to find out about KPMG's incredible apprenticeship opportunities.

KPMG Apprenticeship Programmes in Audit, Tax and KPMG Business Services are open now.

Just like Dylan, as a KPMG apprentice, you'll get full support as you work towards your qualifications, gaining real-world experience and finding your people. With study groups, socials, and office events, there are always opportunities to make friends without going to university.

"All the managers are really helpful with coaching you, helping you understand what's going on." - Dylan, Audit Apprentice.

At KPMG, you'll learn, connect, and make the difference from day one. It's about earning while learning, and finding a career path that feels right for you.

EXPLORE KPMG APPRENTICESHIPS

Learn about life as an apprentice at KPMG

KPMG apprenticeships are a great alternative to university, offering:

- £24,000 £26,250 salary (dependent on programme and location)
 - Fully funded professional qualifications
 - Six days of volunteering per year
 - 25 days of holiday and your birthday off

Plus many more benefits!

Have you checked out KPMG's Meet the Employer profile?

Find out more about the apprenticeship programme application process and get tips on how to apply, as well as what skills they're are looking for, what makes them a great employer, what life looks like behind-the-scenes.

We'll also be running a webinar with the KPMG Careers team in the new year, in the run up to National Apprenticeship Week 2026, so you can learn about the apprenticeships available, what's involved, the programme benefits, and more.



VISIT THE KPMG PROFILE

The engineering sector has always been considered a diverse industry due to the wide mix of roles available and this is particularly true in the non-destructive testing (NDT), condition monitoring (CM) and structural health monitoring (SHM) communities.

Kate Dilloway- Three NDT apprenticeships are currently available that offer an entry route for people from all backgrounds:

- NDT Operator
- NDT Technician
- NDT Engineer

These have been developed by leading engineering organisations in conjunction with the British Institute of Non-Destructive Testing (BINDT), the professional institute for all those engaged in NDT, CM and SHM. BINDT is also dedicated to equality, diversity and inclusion, as well as sustainability.



NDT, CM and SHM are engineering science-based professions that requires competent NDT, CM and SHM personnel to inspect materials, welds, components or other items to verify their integrity in industries such as aerospace, motorsport, power generation and distribution, manufacturing, railways, oil & gas (on- and offshore), marine and construction. NDT offers its technicians the opportunity to work throughout the world on inspiring and new sustainable engineering projects ensuring that they have constructively contributed to the safety of society and the environment.

The following account from current apprentice Kate Dilloway provides an insight for those considering a career in NDT.

Kate is nearing the end of the first year of her Level 3 NDT Technician apprenticeship. Working alongside highly skilled operators, she will gain invaluable experience and will have the opportunity to achieve Level 2 Personnel Certification in Non-Destructive Testing (PCN) for three methods: magnetic testing, ultrasonic testing and radiography. Kate currently works for Babcock International Group plc at their Marine and Technology site in Plymouth. During her apprenticeship she will learn how to test and inspect welds, castings and forgings. Babcock International Group plc is a British aerospace, defence and nuclear engineering services company that specialises in managing complex assets and infrastructure.

During secondary school, Kate achieved GCSEs at grades 4 to 8 and particularly excelled in maths, design and technology and art. Kate was diagnosed with dyslexia when she was eight years old and found that she struggled when faced with reading large amounts of text, which explains her talent in the practical, technical, numerical and artistic subjects. Kate then progressed to sixth form where she gained BTEC certificates in health and social care, applied psychology and a Level 3 certificate in mathematics. However, she soon realised that sixth form and a career in healthcare were not the right direction for her.

Kate explains: "I initially thought a practical, hands-on career in healthcare would be ideal for me. However, after gaining my BTEC certificates, I realised that I didn't enjoy it as much as I had design and technology at GCSE level. That is when I realised that an engineering role was right for me."

Following Kate's decision to change her career pathway, she now needed to decide which area of engineering would be the best suited for her. Kate attended various careers fairs and thoroughly researched the diverse engineering sectors available until she finally discovered the world of NDT. Kate knew that further education was not her preferred route; she wanted to start working and learning. Therefore, the next step was to find an NDT apprenticeship.

Kate concludes: "I loved the idea of completing practical tasks but also writing reports about the tests results. So, when I was offered the apprenticeship, I couldn't have been happier. My typical day involves going on-site to carry out tests in the morning, followed by report writing in the afternoon to detail whether the area tested has passed or failed."



- ✓ School Leavers
- ✓ Apprenticeships

Course

/ University Degrees



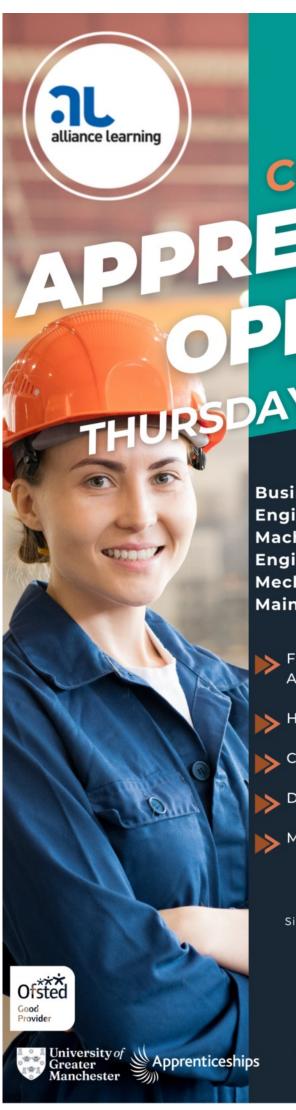
Saturday 6th December 2025* Saturday 7th February 2026

* Preston and Liverpool only

CENTRES ACROSS
THE NORTH WEST

PRESTON • WARRINGTON LIVERPOOL • MANCHESTER

www.myerscough.ac.uk



RENTICESHIP ENTICESHING
PEN EVENING
SDAY 12 TH FEBRUARY 2026
4:00PM-7:30PM

Business Administration | Leadership and Management Engineering Operative | Engineering Fitter Machining Technician | Metal Fabricator Engineering Design Technician Mechatronics Maintenance Technician Maintenance Operations Engineering Technician

- Find out everything you need to know about Apprenticeships
- Have a tour of our specialist facilities
- Check out our current Apprenticeship vacancies
- Discuss your career options with our team
- Meet some of our Apprenticeship employers

Simply scan the QR code to secure your spot — it's quick, easy, and only takes a minute!

01204 677888 info@alliancelearning.com www.alliancelearning.com

The Hurst Building, Horwich Business Park Chorley New Road, Horwich, Bolton, BL6 5UE (behind Horwich fire station)





We would like to share with you some upcoming outreach opportunities taking place in the new year that may be of interest to you and your high achieving mathematical students.

Please find information and booking links below.

Science Revise

16:30 - 17:30 from Wednesday 7th January - Wednesday 3rd March

An 8-week revision programme designed to support your Year 11 GCSE Physics and Chemistry revision. The lectures will run online each Wednesday (in term time) with our Physics and Chemistry teachers.

Click the link to book

https://bit.ly/3LJhCR9

Open Day

10:00 - 12:30 on Saturday 14th March

Students have the opportunity to tour our purpose-built building, attend a talk from the Head of School, Peter Tiltman and speak with staff and current students to learn more about life at LUSoM.

Click the link to book

https://bit.ly/4hb66tl





YOUR PATHWAY TO A CAREER IN SPORT

Why choose the Preston Centre of Sporting Excellence?

- Three different vocational levels for 16 to 19 year olds
- Lessons are delivered at Preston College; sports hall, 3G pitch, fitness suites and classrooms
- High level of competition in football with the opportunity to represent Preston College and Preston North End Community and Education Trust (PNECET)
- Work experience opportunities with PNECET
- Assessed through the completion of a portfolio, formal assignments, presentations, in class tests and practical assessments
- A progression pathway into higher education with the University of South Wales, scholarships or employment
- Dedicated recruitment team to support any application or interest











Scan the QR code to complete our expression of interest form or for further information john.lee@pne.com

Applications for entry September 2026 open on October 1st 2025







APPLY NOW



Attention students - Find your future with the Meet the future you quiz!

Ever wondered what an engineer does? Could you explore outer space, protect the environment, design apps or improve health and wellbeing?

Answer a few short questions and find out how your skills and passions could lead to an exciting job in the future.

Whether you're learning about different jobs, or ready to think about taking the next step, this is a fun quiz perfect for sparking off conversations about careers.



Suitable for students aged 7 and over.



Round 2 Deadline: 22nd December 2025

Essay Competition

The Immerse Education Essay Competition invites students aged 13-18 to write a 500-word essay on a topic of their choice from our list of over twenty subject questions or choose our open question to explore your own idea.













SAN FRANCISCO



SINGAPORE





TOKYO





Participate in the Immerse Education Essay Competition to join a prestigious global contest that recognises ambitious students for their originality, depth of thought, and academic excellence.

Why Participate?

- Gain academic recognition
- Gain verified credentials
- Exclusive access to Scholars' Salon*
- Strengthen research, writing, and critical thinking skills and university applications
- A chance to win scholarships to attend an Immerse programme

*High-performing entrants are invited to the Scholars' Salon – an exclusive series of academic workshops led by distinguished experts from a range of disciplines.







PENEVENT
THURSDAY 5 MARCH 4-7PM

PRESTON COLLEGE

TRANSFORMING LIVES THROUGH EDUCATION

ART & DESIGN TASTER WORKSHOP

TUESDAY 17th FEBRUAR 9:30 - 12:30

We are running a **FREE** taster workshop for any Yr10 or 11's interested in Art & Design.

The session is intended to develop your creative print making skills. It will be hands on and cover a number of different forms of print.

Numbers will be limited but to confirm a place please email dheyes@preston.ac.uk



PRESTON COLLEGE

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Find out about Dunelm apprenticeships!

Starting your career with Dunelm opens a world of possibilities!

Dunelm will be opening their apprenticeship vacancies on the 2nd February 2026 for 2 weeks across a range of roles, including Supply Chain, Commercial, Retail and an exciting new Regional Fitting Manager degree opportunity.

See below to learn more about the opportunities available and prepare to apply.

Join the Dunelm webinar on 1st December

Join our **exclusive live webinar** on **1st December** to meet the Early Careers team at Dunelm and learn more about their exciting apprenticeship opportunities. You'll find out about Dunelm's early careers programmes and pick up some hints and tips for your apprenticeship application.

Dunelm is inviting students, teachers & careers advisers, parents & carers and anyone else interested in an apprenticeship to come along.

Don't worry if you can't attend live, sign up anyway and we'll send you a link to the recording afterwards.

BOOK YOUR FREE PLACE

Virtual Work Experience with Dunelm: Careers, Skills, and Opportunities

In partnership with:





Step inside Dunelm, the UK's favourite homewares retailer, and discover what it's really like to work both in-store and behind the scenes. This Virtual Work Experience programme gives you a unique opportunity to explore a wide range of careers - from retail and supply chain to tech and head office roles – all while building valuable employability skills.

Through interactive activities and expert insights, you'll gain a deeper understanding of how a big business operates and what it takes to succeed in today's world of work. Whether you're interested in customer service, logistics, or digital innovation, this programme will help you find your happy place and take your first step towards a rewarding career.

- This programme is open to anyone aged 13+
- Eq Certificate of completion
- Over 7 hours worth of content
- Complete at a pace that suits you







Textiles

A Level - NEW COURSE

NEW A Level Course Specialist teachers, sharing their expertise and passions A fully
sustainable
course using all
organic dyes
and recycled
materials

Live briefs giving you real opportunities to display your work

Excellent regular trips, visits & creative talks

Are you creative, curious and passionate about design? Our A Level Textiles course gives you the chance to explore the world of fashion, interiors and surface design while developing your own unique creative voice. If you're in Year 11 and love design, craft or fashion - this is the perfect next step!



A Level Textiles

Why choose Textiles at A Level:

- A strong focus on sustainability explore eco-friendly materials, ethical design and the future of fashion.
- Hands-on projects that encourage experimentation with fabric, paint, embroidery and mixed media.
- Opportunities to connect your work to real-world themes, from culture and identity to environmental responsibility.

Entry Requirements:

Students studying three A Levels and/or AAQs will be expected to have a minimum of two GCSEs at grade 5 and three at grade 4, including English Language, Mathematics and Art. Those who have not studied Art at GCSE will be asked to bring samples of their work so that the best advice can be offered. Student will be invited on campus for a skills assessment.

Assessment:

Component 1: Personal Investigation - 60% of final grade.

Component 2: Externally set assignment - 40% of final grade.
Both components are internally assessed and externally moderated. You will also present a portfolio and an exhibition of your work covering both components.

Exam Board: AQA

Future Career Opportunities:

This course provides a clear progression pathway to higher education, including the BA (Hons) Commercial Surface Design at The University of Greater Manchester, as well as a wide range of creative careers in fashion, textiles, interiors and product design.

Enrichment:

Students within the Art department will have the opportunity to take part in various enrichment activities:

- Day trips to galleries, artist studios and city visits
- Art & Design workshops
- 3D workshops
- Industry guest speakers

Other courses you may like:

This course mixes well with Graphic Design, Art, Photography, Media and Film Studies. You may study up to two creative subjects. You will have opportunities to work with all of the Arts across the college, with the guidance and expertise of the course leaders.



More course information here

SCHOOL OF PERFORMANCE, PRODUCTION AND MEDIA AT THE SIXTH FORM BOLTON



Take part in our fun and creative after-school clubs.

The Sixth Form Bolton is proud to offer two exciting after-school clubs for pupils with a passion for Performing Arts, Media and Music and for those interested in pursuing a career within the creative industries. These interactive sessions will help you learn and develop a wide range of performance and music skills.

Venue: The Sixth Form Bolton

Course cost: £10 per course to be

paid in full in advance

Age group: Year 10 - Year 11 pupils

COURSE 1: PERFORMING ARTS AND MEDIA

Duration: Three sessions

Dates: 4th December, 22nd January

and 26th March

Day: Thursday, see overleaf for times

COURSE 2: MUSIC AND MUSIC TECHNOLOGY

Duration: Three sessions

Dates: 4th December, 22nd January

and 26th March

Day: Thursday, 5pm-6pm

To book your place please contact us on: afterschoolclubs@bolton-sfc.ac.uk





COURSE 1: PERFORMING ARTS AND MEDIA

SESSION 1: PERFORMANCE

Students are invited to watch our Year 1 and 2 Diploma in Performing Arts performance evening, 5pm - 7pm.

Performance 1: Movement in performance

Performance 2: Missing Dan Nolan by Mark Wheeler

Drinks and refreshments will be provided prior to the performances and in the interval.



SESSION 2: ADVANCED DEVISING TECHNIQUES, 5PM-6PM

Elevate your creative skills in theatre by mastering advanced devising techniques. Gain confidence and stand out in any audition with this workshop. Perfect for aspiring actors and directors.



SESSION 3: ADVANCED CHARACTER DEVELOPMENT, 5PM-6PM

Unlock the secrets to creating truly authentic, emotionally rich characters using the Stanislavski method. This session is a must for aspiring actors who want to bring their performances to life in theatre or film.



COURSE 2: MUSIC AND MUSIC TECHNOLOGY

WEEK 1: CREATE CINEMATIC SOUNDS - YOUR STORY, YOUR SOUND

Step into the world of movie sound design and create your own foley sounds in a professional studio. Whether it's the crunch of footsteps, a door creaking, or the swoosh of a sword, your imagination will shape the soundscapes of tomorrow's films.



WEEK 2: COMPOSE MUSIC FOR THE BIG SCREEN - BE THE SOUNDTRACK

Become the composer behind a movie's emotional heartbeat. In this session, you'll use cutting-edge technology and professional software to compose original music tailored to a movie clip.



WEEK 3: FROM STUDIO TO STAGE - CREATE AND PERFORM LIKE A PRO DJ

Unleash your creativity and step into the world of live DJ performance. In this hands-on session, you'll craft your own samples, loops, and tracks using Ableton and Akai APC.



FILM & PHOTOGRAPHY TASTER WORKSHOP



MONDAY 16th FEBRUARY 9:30 - 12:30

We are running a **FREE** taster workshop for any Yr10 or 11's interested in Media, Film & Photography.

The session will hands on and practical using industry standard software and equipment and is ideal for anybody looking for a career in TV, Film, Photography and Journalism.

Numbers will be limited but to confirm a place please email

Ifenton@preston.ac.uk





OPENEVENT

THURSDAY 5 MARCH 4-7PM

PRESTON COLLEGE

TRANSFORMING LIVES THROUGH EDUCATION





MONDAY 16th FEBRUARY 9:30 - 12:30

We are running a **FREE** taster workshop for any Yr10 or 11's interested in Games & Graphics.

The session will be based around 3D modelling in Maya where you will be introduced to aspects such as building, texturing, lighting and rendering.

Numbers will be limited but to confirm a place please email sroberts@preston.ac.uk





PRESTON COLLEGE

PENEVENT
THURSDAY 5 MARCH 4-7PM

PRESTON COLLEGE

TRANSFORMING LIVES THROUGH EDUCATION



STRONGER STARTS PROGRAMME OPEN FOR APPLICATIONS!

Tesco's Stronger Starts apprenticeship programme is now open, offering two fantastic apprenticeship pathways for young people, the well-established Retail Apprenticeship and the brand-new Maintenance Apprenticeship.

Stronger Starts is a fantastic opportunity for young people to kickstart a career in retail or maintenance, enjoy a brilliant starting salary, and receive lots of support and coaching along the way.

Read on for more information on the roles, links to apply, tips on applying and our upcoming webinar with the Tesco Early Careers team...

THE ROLES



Maintenance Apprenticeships

Stronger Starts are now offering a Maintenance Apprenticeship! Apprentices will work alongside earning a Level 2 Property Maintenance Operative qualification – equivalent to 5 GCSE passes.

The 18-month programme sets you up with the skills you need for everyday duties in maintenance jobs.



Retail Apprenticeships

Retail apprentices will work, earn and learn, gaining a Level 2 National Standard in Retail qualification over the course of the programme.

You'll gain hands-on experience of how a store operates, and have the opportunity to experience different roles and tasks across the store.

FIND OUT MORE

FIND OUT MORE

VACANCIES & HOW TO APPLY

Applications are now open for vacancies in stores in selected locations across England!

The Stronger Starts apprenticeship programme is a fantastic opportunity for young people to earn while they learn, gain skills and qualifications, receive ongoing support and enjoy long-term career opportunities.

APPLY NOW





Visit Tesco's Meet the Employer profile to find out more about the Stronger Starts apprenticeship programme application process and get tips on how to apply.

You can also find out what skills Tesco are looking for, what makes them a great employer, what life looks like behind-the-scenes and more.

VISIT THE PROFILE

JOIN OUR WEBINAR

Join us and the Tesco Early Careers team on 8th December at 4pm to learn about the apprenticeships available, what is involved, the benefits available, and more.

Don't worry if you can't make it on the day, sign up anyway and we'll send you the recording so you don't miss out.

REGISTER NOW







Industrial Cadets: Individual Challenger Experiences

Our current available Individual Challenger activities are listed below. More exciting activities will be added soon.

To register for one of the activities - click on the link below, create an account on our Learning Platform, choose and pay for your activity, start and complete your 3 hour activity in your own time. Suggested age 11-16. On completion you will receive your Industrial Cadets Challenger certificate to download.

Cost: £25

Carbon Capture - Eco Garden project

This course is aimed at 11 - 16 year olds and can be completed by yourself. The recommended time to complete is 3 hours but it can take longer depending on the detail you put into your project. You can complete it in your own time and it can be completed in multiple sessions as your progress will be saved.

This course is designed to help you create a garden that supports the environment and contributes positively to the fight against climate change. Together, we'll explore the basics of climate change, its impacts, and the importance of natural carbon stores.

You'll learn about carbon sequestration—the process by which plants, soil, and other natural features capture and store carbon dioxide. With this understanding, you'll plan a garden that includes as many carbon-storing elements as possible. We'll also look at other features that can make your garden environmentally friendly, such as supporting biodiversity, conserving water, and providing habitat for pollinators.

To bring your ideas to life, you'll have the option of using recycled or craft materials for hands-on model building, or digital tools to create a detailed online design. This flexibility allows you to explore your creativity in a way that suits your preferences and resources.

By the end of this course, you'll have a clear plan for an eco garden tailored to your space and a deeper understanding of how small, thoughtful changes can make a big environmental difference.

TinkerCAD Moon Base Project

This course is aimed at 11 - 16 year olds and it can be completed by yourself. The recommended time to complete is 3 hours but it can take longer depending on the detail you put into your project. You can complete it in your own time and can be completed in multiple sessions as your progress will be saved.

This course is designed to help you create a 3D design using a CADprogram. You will be able to investigate and learn how to create a 3D moonbase, fit for astronauts, whilst learning more about the best place to setup abase on the moon. Please keep in mind you will need an email address to log into TinkerCAD- this can be your own email or a parent/carer's email.

You'll learn about all the different elements you'd need to consider when building a base such as environmental factors, temperature, design shape, rooms and also think about what materials you could use in space.

To bring your ideas to life, you'll log in to TinkerCAD and go through the different lessons that are assigned to you.

By the end of this course, you'll have a clear understanding of how to use a CAD program whilst deepening your understanding of space.

sign up

IndividualChallenger Experience

£25 per project

For ages 11 - 16

The Individual Challenger Activities are an exciting way for students to complete a short STEM project from home and gain an Industrial Cadets Challenger award.





Carbon Capture - Eco Garden Project

 Create a garden that supports the environment and contributes positively to the fight against climate change.

 You'll learn about carbon sequestration—the process by which plants, soil, and other natural features capture and store carbon dioxide.

 By the end of this course, you'll have a clear plan for an eco garden tailored to your space.

TinkerCAD Moon Base Project

- Create a 3D design using a CAD program.
- Learn how to create a 3D moonbase, fit for astronauts, whilst learning more about the best place to setup a base on the moon.
- By the end of this course, you'll have a clear understanding of how to use a CAD program whilst deepening your understanding of space.

How to sign up/find out more

To sign up, please visit our website <u>here</u> or scan the **QR code!**







Gaining Experience Beyond The Classroom



Gaining work experience or doing extracurriculars is data-gathering for your future; you will learn what you like and dislike, what motivates you or doesn't. Plus, it's a great way to stand out in future university and job applications! University admissions tutors are looking for applicants who are dedicated to their subject and have taken the time to explore it beyond the classroom.

Work Experience

What counts as work experience?

Any professional environment where you are developing and applying skills is a form of meaningful work experience!



Remember, not all your work experience needs to be industry-specific any experience provides you with transferable skills!

What?

Shadowing

Observing someone in a working environment

Volunteering

Such as at charity shops, care homes or tutoring

Insight days & workshops Online or in-person

programmes for students Part-time job Such as in a cafe/restaurant,

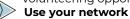
shop assistant Formal placements & internships

Typically more widely available for 18+

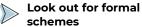
Where?

Look local

Research organisations in your local area and enquire about shadowing or volunteering opportunities



Ask friends, family, teachers for any relevant connections



Research opportunities for school students on sites like Prospects, LinkedIn or the Student Ladder

Extracurriculars



Consider what you already do outside of school - what does it say about your interests or skills?

Then, consider how you could develop further the skills required for your dream university course or career.

Socialising

Communication Empathy



Leadership **Sport** Teamwork

Music or drama

Creativity Commitment

Reading & writing

Analytical thinking Attention to detail

What can I do in my free time to develop my skills?

Read or listen to podcasts related to your subject interests

Raise money for a charity or awareness about an issue important to you

Set up a club: STEM, debating, photography, newspaper, documentary...

Create your own portfolio of work, e.g. create a GitHub account to log your coding projects

Produce a journal or research project

Organise an event (marketing, sales & project management)

Manage a budget for a trip or holiday

Talk about your experiences in your applications...



Gaining experiences beyond your studies is only meaningful in your personal statement if you know how to relate them to your chosen

THINK: why has your extracurricular/work experience/project contributed to your passion or compatibility for your chosen subject? How did it ignite your spark for that field?





SPOTLIGHT ON

ROYAL LOGISTICS CORPS POSTAL AND COURIER (PC)

AN ORGANISATION WITHIN THE ARMY, WORKING ACROSS THE ENTIRE MOD TO PROTECT, MANAGE, AND DISTRIBUTE ALL MAIL CORRESPONDENCE.



- WORLDWIDE FOOTPRINT: Supports mail delivery to 41+ countries, with PC Operators often living abroad with family.
- SECRET OPS IN PLAIN SIGHT: PC Operators wear civilian clothing and move UK secret mail globally supporting the Army, Navy, and RAF and use technology unknown to UK industry to track and command mail delivery.
- ADVENTURE & OPPORTUNITY: Travel the world free of charge, absorbing cultures while keeping Defence running.
- ELITE PARTNERSHIPS: Work with NATO HQs, UN Missions, and partner forces across the globe.
- APPRENTICESHIP: Gain a level 2 Express Delivery Operative apprenticeship as part of the role.

POSTAL & COURIER OPPORTUNITIES >

CLASSROOMSUBJECTS
TO CAREER OPPORTUNITIES

SCHOOL SUBJECTS CAN LINK DIRECTLY TO ROLES IN THE BRITISH ARMY BY PROVIDING FOUNDATIONAL KNOWLEDGE AND SKILLS THAT ARE ESSENTIAL FOR SPECIFIC CAREERS.

SCIENCE: FROM LAB COATS TO COMBAT BOOTS

PETROLEUM OPERATOR

Storing, transporting, and distributing fuel for vehicles, aircraft, and equipment.

Teaching fuel quality to ensure it meets safety and performance standards.

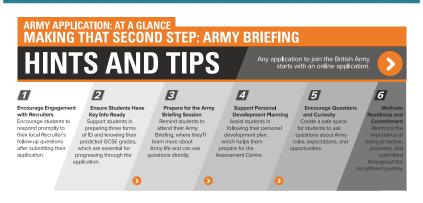
Maintaining fuel systems and pipelines.
Following stricts afety protocols to prevent accidents or contamination.

PRESSURE, VOLUME, AND TEACHING THE RELATIONSHIPS (IMPORTANT IN FUEL STORAGE AND TRANSPORT)

TRANSPORT)

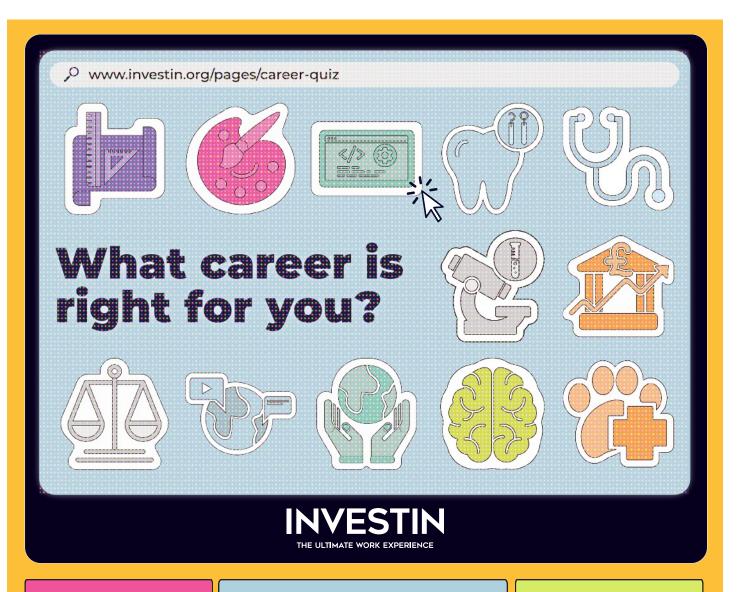
TEACHING others how to stay safe around explosives.







APPLY NOW FOR SEPTEMBER 2026!





Review of your skills



Recommended subject choices & resources

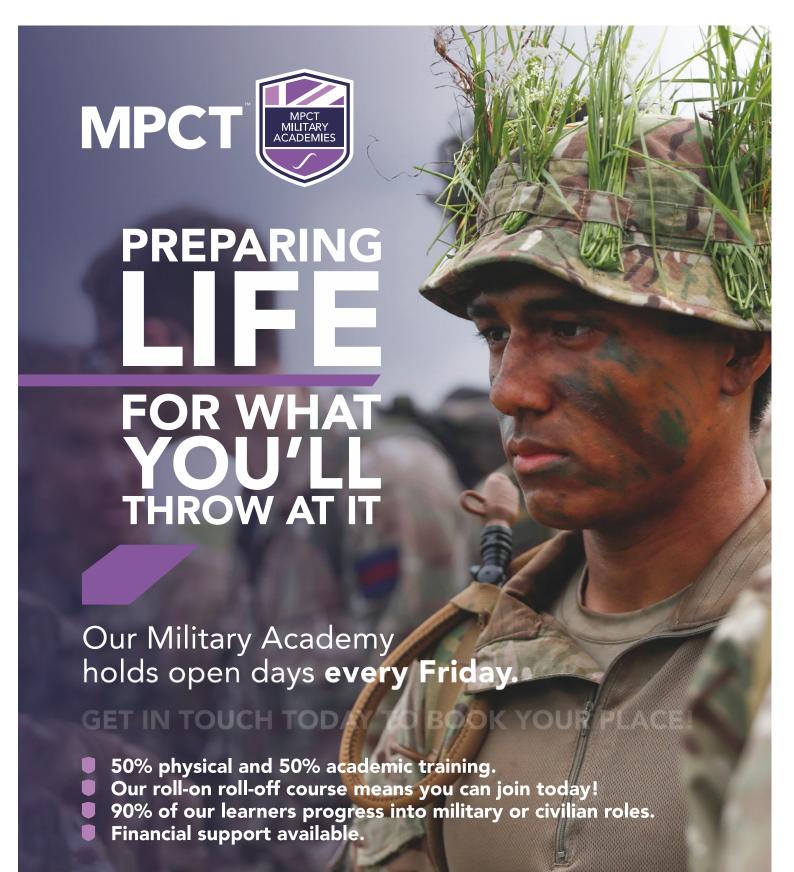


Top tips from professionals

Take our 5-minute career quiz to learn more about the industry you're best suited to



Discover your future



IN ASSOCIATION WITH





IN COOPERATION WITH



IN ASSOCIATION WITH









GAIN THE ULTIMATE WORK EXPERIENCE THIS SUMMER

1 and 2-week programmes for students aged 15-18

Register now with code EARLY15 for 15% off Summer Experience Programmes!



Work with top professionals and explore real workplaces



Gain a qualification in work experience to boost your university application



Experience university life on-campus at UCL

Choose from 15 different careers

Art & Design
Architecture
Computer Science
Dentistry
Engineering
Entrepreneurship
TV & Filmmaking
Forensic Science
International Politics
Investment Banking

Law Media Medicine Psychology Veterinary Science



REGISTER





ART GEUG MIZO

AN 8 WEEK PROGRAMME
THURSDAY EVENINGS
4.30-5.30PM



AT THE SIXTH FORM BOLTON

You will work with specialist tutors who will support your creative making teaching you a variety of subject specific techniques and processes from digital photography and studio techniques, through to painting and drawing, fine art textiles techniques and digital image manipulation and animation techniques.

5 & 12 FEB: PHOTOGRAPHY

26 FEB & 5 MAR: FINE ART

12 & 19 MAR: TEXTILE DESIGN

26 MAR & 2 APR: GRAPHIC DESIGN

SIGN UP HERE

afterschoolclubs@bolton-sfc.ac.uk

COST £20.00



THE SIXTH FORM BOLTON

Each week will build on the last, we encourage you to use the themes you are working with in either your current coursework or exam project

for GCSE BUT if you are not studying GCSE Art & Design you can still join ART CLUB and complete the 8 week program using your own theme

Subject Guide Videos



These impartial videos have one key aim. To support students who are considering university to make informed future subject decisions. They feature guest speakers from a range of different universities, who are always experts in the subject being explored.

Including the UK's first video subject guide!

Different subjects, but the same four themes explored in every single one:

- Why students may wish to consider the subject
- What to expect if they study it
- An overview of the careers it may lead to
- Application tips if they go on to apply

From Accounting to Zoology - and 100's of subjects in between. You can browse any of the videos, search by keyword, or filter by subject.

CLICK HERE















arents' Evening:

The Newsletter That Helps You Support Your Child's Future



Worried about exams? Confused about career options? Wondering what comes next?

We've got your back.

Get free, quarterly updates full of expert advice, tips, and quidance to help your child make confident decisions about their future.



Exam stress & study tips



Uni vs apprenticeship advice



Application & interview help



Soft skills made simple



SEND support for parents



Real success stories



Live job opportunities



Sign Up Today!

Get practical, no-nonsense advice straight to your inbox - plus your free guide: "10 Tips to Help Your Child Find Their Career Path"







DID YOU KNOW?

T-LEVEL

learners are much more likely to feel their course prepared them for the workplace than students on comparable courses.



OPEN EVENTS

5-7PM

15TH OCTOBER
18TH NOVEMBER
15TH DECEMBER
9TH FEBRUARY
12TH MARCH
12TH MAY
18TH JUNE









YOUTH FUTURES DROP IN

ARE YOU 16 OR 17 AND NOT IN SCHOOL OR WORKING?

We can help you with;

- Your next steps
- · Getting into education
- Finding work
- Building your confidence
- Boosting your skills

Let's work together to figure out your next steps!

DROP IN



Chorley Library, PR7 1EB



Monday 1-4pm
<u>Usually I'm there, but</u>
best to check!

CONTACT US

07917 534459

01772 531 044

@youthfutures_team

youthfutures@lancashire.gov.uk





Apprenticeship open evenings

Explore our site, discover our facilities and talk to staff and students about the courses you want to study at our Apprenticeship Event.

Wednesday 28th January & Thursday 29th January 2026 between 4.30 - 7.30pm

Where: Furthergate Business Park, Harwood Street, Blackburn, BB1 3BD

Accountancy | Business | Dental | Engineering | Fire & Security | Optical | Scaffolding







Book your place:

www.training2000.co.uk/events

Part of the University of Central Lancashire

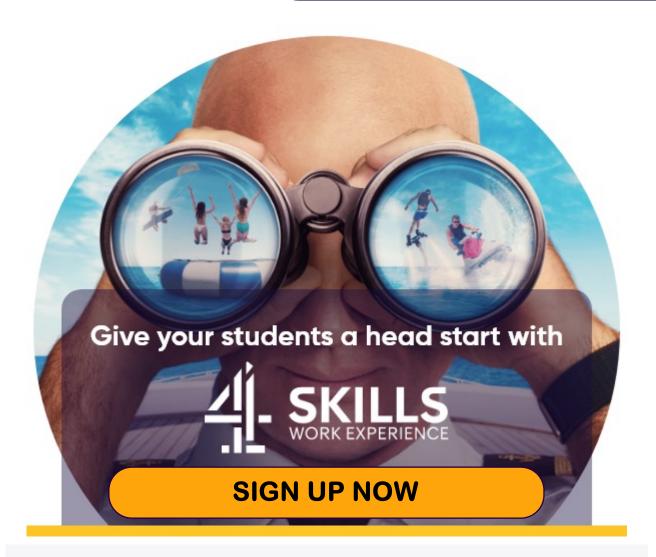












Who are 4Skills?

4Skills is Channel 4's training and development team, here to help you kick-start a career in TV and the creative industries. They create opportunities for young people who might not know where to start, making the media world more open and diverse. With 4Skills, it's all about giving you the confidence and skills to explore exciting creative paths.

SIGN UP NOW



What is virtual work experience?

It's an online programme where young people complete real-world tasks, challenges, and insights from industry professionals, all from home and at their own pace.

Sign up today to...



Channel 4 Work Experience.







You have until 19th December to complete your work experience online. Unlock badges and certificates as you learn more about TV and Broadcasting...

SIGN UP TODAY







OPEN

EVENTS

AT THE COLLEGE FOR TECHNICAL EXCELLENCE



PARSONS WALK CAMPUS (WN1 1RR)

4.30pm - 7.00pm

Monday 6 October 2025 Monday 3 November 2025 Monday 26 January 2026 Monday 27 April 2026 **LEIGH CAMPUS** (WN7 4JY)

4.30pm - 7.00pm

Monday 13 October 2025 Monday 10 November 2025 Monday 2 February 2026









Discover your path wigan-leigh.ac.uk

LIGHTUP FASHION WEEK

THIS IS LENGT NEER ING

MEET PAVLINA. LIGHT PAINTER.
SHE'S ALWAYS BEEN CURIOUS
ABOUT THE WORLD AROUND HER.
NOW, SHE CREATES LIGHTING
EFFECTS WITH FASHION DESIGNERS.
BE THE DIFFERENCE.

SEARCH 'THIS IS ENGINEERING'







APPLY NOW



NEW

COLLEGE

PODCAST

COLLEGE COMPASS



同**学**/数

LISTEN NOW ON SPOTIFY



GUEST SPEAKERS

ADVICE & GUIDANCE

INDUSTRY KNOWLEDGE

TESCO

Stronger Starts

Retail Apprenticeship What skills do you gain?

It's not just about stacking shelves!

RETAIL

Learn about all areas of retail and how a store works across all areas.

CUSTOMER SERVICE

Develop customer service and communication skills in a wide range of scenarios.

TECHNOLOGY

Become proficient at using a range of different technologies.

STOCK

Learn to manage stock availability using systems and procedures.

TEAMWORK

Build your people and teamwork skills by working with a wide variety of colleagues.

PROBLEM-SOLVING

There will be lots of opportunities to develop your problem-solving skills in retail.

BUSINESS

Develop an understanding of how a business works - on a store and national level.

SOCIAL MEDIA

Gain knowledge of the impact social media has on brand reputation.

FINANCE

Handle money and using financial operations in real-life situations.

PRODUCT PLACEMENT

Develop an understanding of product placement promotional activities.

TIME MANAGEMENT

Progress your time management skills and learn how to prioritise tasks.

COMMUNITY

Gain knowledge of supporting local communities.



TESCO

Stronger Starts

Retail Apprenticeship Where could it take you?



STRONGER STARTS

RETAIL

APPRENTICESHIP



HUB OPERATOR

Interested in a career in security? A Hub Operator position may be perfect for you. Identifying risks and creating reports will be a big part of your day to day!



SHIFT LEADER

The Shift Leader oversees shifts and coordinates the team to maintain a safe and efficient store environment. They are always looking for ways to improve customer service.

PROJECT MANAGER

Project Managers are present across Tesco stores, playing a crucial role in maintaining store safety and ensuring staff satisfaction.



STORE MANAGER CONVENIENCE

Store Managers plan and manage work streams, with a focus on continuously improving Tesco's service to customers, communities and the environment each day.

AREA MANAGER

An Area Manager's goal is to create an excellent shopper experience. They understand the business inside and out and strive to create a supportive and compliant work environment.



CENTRE MANAGER

This position will place you at the core of Tesco's various centers, where you will be responsible for inspiring a large team and ensuring that all staff members provide exceptional service.



40UR FUTURE







www.tesco-programmes.com/apprenticeships/stronger-starts-retail



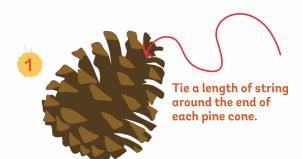


Cheesy pine cones

Create a scrummy feast for your garden birds

You will need:

- Pine cones
- String or wool
- 1 part lard at room temperature
- 2 parts wild bird seed
- A handful of mild, grated cheese

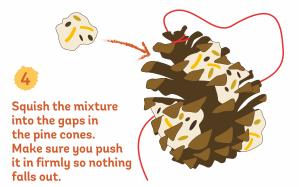






Make sure the lard is room temperature, and tip it into a bowl. Add the bird seed and cheese.







Carry on feeding the birds once you start; they rely on it and go hungry without it.

Feel free to copy and share this for personal and educational use – and don't forget there are loads more brilliant activities to download on our website! woodlandtrust.org.uk/naturedetectives | 0330 333 5301 | naturedetectives@woodlandtrust.org.uk

f Search for 'nature detectives' | **y** #NatureDetectives







MENT®RVERSE

The technology sector is rapidly transforming every part of our world, from cybersecurity and app design to healthcare innovation and sustainable energy. For students aged 14–18, early exposure to these opportunities can spark curiosity, build confidence, and help them uncover future career paths they might never have considered.

That is why I would like to invite your students to the **Tech Mentor No-Code Hackathon**, taking place on **Saturday 13th December**, from 10am to 4pm.

https://techmentor.org.uk/national-hackathon-competition

The Tech Mentor No-Code Hackathon is a hands-on, team-based event where students will have the chance to:

- Build their own app to solve a real-world challenge, with no code needed.
- Develop essential skills like problem-solving, teamwork, and creativity.
- Create a portfolio of work they can showcase for jobs, apprenticeships, or university applications.
- Explore the wide variety of career opportunities in tech, from app development to green energy.
- Work in a safe, supportive environment where mistakes are part of the learning process.

The event is open to students aged 14–18 (Years 10–13) and is designed to be accessible to everyone, regardless of their experience with technology. Here's what they can expect:

- The hackathon will be fully online via Zoom, running from 10am to 4pm (UK GMT).
- Students will work in teams to tackle a surprise real-world challenge using no-code platforms.
- They'll be guided by experienced mentors who will support them throughout the day.
- Each participant will receive a certificate of participation
- The cost is £15 per student, which covers platform and administration costs.

Winners from this hackathon will be invited to the National Finals on 11th July 2026, where they'll compete for:

- 1st Place: £1,000 for the winning team and £100 to each winning team member's school.
- 2nd Place: £750 cash prize for the team.
- 3rd Place: £500 cash prize for the team.

Students will be allocated to random groups on the day to keep the competition fair and enhance your networking experience! This is a chance for you to meet likeminded students beyond your school environment and start building your Tech Network!

Spaces are limited, so I encourage you to share this opportunity with your students and encourage them to register early to avoid disappointment.

Register now:

https://techmentor.org.uk/national-hackathon-competition



APPRENTICESHIPS LINKED TO SCIENCE

- BIOMEDICAL SCIENTIST
- HEALTHCARE SCIENCE ASSISTANT
- LABORATORY
 TECHNICIAN
- METROLOGY TECHNICIAN
- NUCLEAR TECHNICIAN
- PHARMACY TECHNICIAN
- PHYSIOTHERAPIST
- REGISTERED NURSE
- SONOGRAPHER
- THERAPEUTIC RADIOGRAPHER AND MANY MORE!



Interested in apprenticeships, but not sure what to do next? Take a look at the employers offering apprenticeships that link to the subject you love.

amazingapprenticeships.com



WHAT IS AN APPRENTICESHIP?



10 key facts you need to know



An apprenticeship is a real job Available to individuals aged 16+ (with no upper age limit).*



Apprentices are paid a salary

All apprentices will earn a salary, which will vary depending on the role, but must be at least the National Minimum Wage for apprentices, which is currently £7.55 per hour.**



Duration of apprenticeships

Most apprenticeships typically take between 8 months and 6 years to complete.



Apprenticeships levels

Apprenticeship levels range from level 2 (foundation and intermediate) through to level 7 (master's level).



Apprentices do not pay for their training

Apprenticeship training costs are paid for by the employer and/or the government.



Apprentices receive paid off-thejob training (OTJT)

Each apprenticeship now has its own minimum paid OTJT, which apprentices spend gaining valuable skills and qualifications.



Apprentices will spend the majority of their time on-the-job

Most of an apprentice's paid time will be spent on-the-job, working with colleagues to learn new skills and gain experience of the workplace.

700

There are hundreds of apprenticeship standards

There are now nearly 700 apprenticeship standards. Find out more about them here: amapps.uk/a-zstandards

70%

The range of occupations is huge

According to Government statistics, nearly 70% of occupations can now be entered via an apprenticeship.***



There are thousands of apprenticeship roles

New apprenticeships are advertised throughout the year, covering a wide range of job roles.



Linked resource

Explore our other new and recently updated Rapid Reads (see link below).



<u>Click here</u> to view or scan the QR code



^{*}some standards only funded for those aged 22+ if eligibility is met

**correct as of April 2025

^{***&}lt;u>Apprenticeship achievements - An update for the sector</u>



For aspiring Doctors: FREE LIVE VIRTUAL Get Into Medicine conference dates:

- Sunday 7th December 2025 from 9am 1:30pm
- Saturday 13th December 2025 from 9am 1:30pm

Click here to register

For aspiring Dentists: FREE LIVE VIRTUAL Get Into Dentistry conference date:

• Sunday 11th January 2026 from 9am - 1:30pm

Click here to register

Once students have attended, they will be awarded with a certificate from the Presidents at Mentorverse to acknowledge that they are a student who has gone one step further than others.

The Get into conference is a significant turning point for aspiring medical and dental students. It will unlock exclusive opportunities, such as scholarships and prizes, and help them make a highly competitive application.

Students and parents can register using this link:

Medicine:https://airtable.com/appgXnyzN5ZD9lwk6/shry7MZYtt3MGPjvO

Dentistry: https://airtable.com/appgXnyzN5ZD9lwk6/shrBuiR7SBAcC19kE

The **Get into Conference** is a comprehensive guide to the medical and dental application process. Dr Kennedy, Dr Safiyyah and I will cover:

- Application Timelines
- How to Tactically Choose Medical/Dental Schools
- Personal Statements
- Interview Schools
- National Leadership and Awards Programmes
- Accessing Work Experience
- UCAT Exam
- Accessing Scholarships

We strongly encourage all students to make the most out of this free opportunity.

Spaces are competitive and limited, so students should register as soon as they can using the link below.

Registration Links:

Medicine:https://airtable.com/appgXnyzN5ZD9lwk6/shry7MZYtt3MGPjvO

Dentistry: https://airtable.com/appgXnyzN5ZD9lwk6/shrBuiR7SBAcC19kE

Getting into medicine/dentistry may seem impossible to many students, but we're here to break down the entire process into actionable steps.

Previously successful Medical students: https://medicmentor.org/successful-student-journeys-reviews/

Previously successful Dental students:

https://dental-mentor.org/successful-student-journeys-reviews/

From Secondary School Student to Medical Scholarship Student: a step-by-step guide on getting into medical school successfully: https://medicmentor.org/become-a-medic-mentor-student-2/





Scan to register!

Get Into Medicine.

CONFERENCE

One of our doctors (Chief Mentors) will take you stepby-step through your application to medical school.

This includes:

- · Application Timelines
 - · Interview Training
- · Personal Statements
 - · CV Building
 - · UCAT Exams
 - Extracurriculars
- Accessing Medical Leadership Programmes, Awards Programmes and Scholarships to University

You'll also hear from a recently successful applicant on what it takes to make your candidacy to medical school stand out!





Understanding the pivotal role that work experience plays in shaping a student's perspective on their future career, we're delighted to extend an invitation to your students to participate in our FREE 6-month medical or 4-month dental virtual work experience programme.

Aiming to provide students with insights into the medical and dental fields, this free virtual work experience empowers students to make informed decisions about their future.

Students aged 14 and above are eligible to apply for a placement for FREE through these links:

Medicine: https://medicmentor.org/university-hospitals-birmingham-trust-virtual-work-experience/

Dentistry: https://dental-mentor.org/university-hospitals-birmingham-trust-virtual-work-experience/

Virtual work experience has been recognised by the Medical Schools and Dental Schools Council as a valuable substitute for in-person shadowing. This endorsement is underpinned by the Health Education England Discovery report, which highlights the positive impact of virtual work placements.

This virtual experience not only serves as a dependable alternative to traditional shadowing but also plays a pivotal role in equipping students with the necessary skills for their in-person work placements. In 2024, these 6-month medical and 4-month dental work experience programmes facilitated over 30,000 secondary school students in accessing complimentary work experience opportunities. Through structured instruction and direct engagement with healthcare professionals, students are well-prepared for their future endeavours.

Crafted in collaboration with Birmingham Universities Hospitals Trust and built with the flexibility of an E-learning format, participants can navigate their placements at their own pace, exploring vital topics like ethics, procedures, and broader team roles. This virtual experience not only enhances students' UCAS applications, but also strategically prepares them for the practical challenges and opportunities ahead.

Taking part in the Virtual Work Experience will provide:

- Comprehensive Insights: The programme covers a range of specialities, providing a deep understanding of medical and dental practices. Each month, a new focus area is introduced, allowing participants to delve into different aspects of the field.
- Flexible Participation: Tailored for students from years 10-11, the programme accommodates various schedules by being virtual. Participants have one month to complete each specialty, ensuring flexibility and ease of participation.
- Recognised Certification: Upon successful completion of all sessions, students will receive a certificate from Medic Mentor and UHB, validating their active participation which they can include in their UCAS and apprenticeships applications.

The new speciality on General Practice or Public Health & Oral Pathology is available now.

Registering for these programmes is simple - students just need to complete the free online application form:

Aspiring Medics: https://airtable.com/appgXnyzN5ZD9lwk6/shrGJUAtigzZzDwTN

Aspiring Dentists: https://airtable.com/appgXnyzN5ZD9lwk6/shr1YAbWctfkXarfQ

Previously successful Medical students:

https://medicmentor.org/successful-student-journeys-reviews/

Previously successful Dental students:

https://dental-mentor.org/successful-student-journeys-reviews/

From Secondary School Student to Medical Scholarship Student: a step-by-step guide on getting into medical school successfully: https://medicmentor.org/become-a-medic-mentor-student-2/





Scan to register!



Get Into Dentistry.

CONFERENCE

One of our dentists (Chief Mentors) will take you stepby-step through your application to dental school. This includes:

- Application Timelines
 - Interview Training
- Personal Statements
 - CV Building
- · Entrance Exam: UCAT
 - Extracurriculars
- · Accessing Medical Leadership Programmes,
- · Awards Programmes and Scholarships to University

You'll also hear from a recently successful applicant on what it takes to make your candidacy to dental school stand out!



The Medical Schools Council acknowledges virtual work experience as an equal alternative to in-person shadowing based on a discovery report conducted by Health Education England. I encourage students aged 14 and over, interested in medicine to participate in our FREE National NHS Virtual Work Experience programme. We are pleased to offer a variety of medical specialties, with a focus this month on palliative care. This enables your students to gain a well-rounded perspective of working within the NHS.

This opportunity is for students in Years 10-11.

https://medicmentor.org/university-hospitals-birmingham-trust-virtual-work-experience/

Developed in collaboration with Birmingham Universities Hospitals Trust, this Virtual Work Experience has proven to be transformative for thousands of secondary school students over the past year. It also provides a strong foundation of knowledge for students who are preparing to undertake future in-person placements.

We've designed a 6-month medical e-learning work experience programme, focusing on one specialty each month, allowing students to set their own pace of learning. From structured teaching to direct interaction with doctors and healthcare professionals, our programme ensures students not only observe procedures but also gain a broader understanding of roles within the medical field.

Covering everything from confidentiality and ethics workshops delivered by the GMC to clinical procedures, our virtual work experience provides a crucial overview, thereby enhancing your students' UCAS applications.

Signing up is easy – students simply need to fill out the free online application form:

Why the Medic Mentor Virtual Work Experience is the largest In the UK...

- There are 6 Sessions in total providing the longest and most in-depth work experience available
- It covers 6 different areas of medicine whereas other work experiences only cover 1 or 2
- It is e-learning based so students can complete it in their own time around school work
- Students have 30 days to complete one session and then the next session drops
- Students are provided a certificate of completion once all 6 sessions are done
- Involves real doctors, clinical settings and high fidelity simulations
- Takes students on a complete patient journey
- Students get an insight into the multidisciplinary team
- Includes a free reflective journal (great for personal statements)
- It's completely free!
- Why not sign up today?





Follow multiple patients over a 6-month period, as they go from their initial injury to recovery. It is amazing how many different healthcare professionals are involved in a patient's care. This incredible opportunity showcases a variety of professionals in one day. It gives students a chance to see them in action in various settings from the ward to the community. It is also a fantastic opportunity to see them work together in a multidisciplinary team.

During the work experience day, students will follow 2 patients from their initial presentation to recovery. Students will observe the healthcare professionals as they interact with the patients and also each other. Students will have an opportunity to ask questions and gain knowledge through teaching. This will help students to make an informed career decision as well as learn about how healthcare professionals work together as part of a multidisciplinary team. Each work experience day is completely different and students will be able to build on their knowledge of NHS careers as they see different patient cases and their healthcare professionals work in a variety of settings, such as hospital and community. For this reason we recommend that students attend one work experience a month for 6 months to not only gain a deeper knowledge of multidisciplinary teams in general but also their chosen careers.

Register here: https://alliedhealthmentor.org/nhs-healthcare-careers-virtual-work-experience/

Once they've registered, students will be emailed links to their virtual work experience portals.

Please ask students to check their spam folders and mark their attendance on the day in order to receive their Work Experience Certificates.

This programme is suitable for students in year groups 10/11 who are interested in the following careers:

- Nursing
- Midwifery
- Paramedicine
- Physiotherapy
- Occupational Therapy
- Dietetics
- Radiography
- Prosthetics and Orthotics
- Speech and Language Therapy
- Pharmacy

The sooner students begin work experience, the better. During the work experience day, students will follow 2 patients from their initial presentation to recovery. They will gain a unique insight into how patients interact with a variety of healthcare professionals and what it's like to work in an NHS multidisciplinary team.

Attendees will have the opportunity to interact with healthcare professionals throughout each day. This will empower students to make an informed career decision and demonstrate their commitment to healthcare in their UCAS applications.

Students will receive certificates as evidence of having participated in the work experience programme. Those that complete the full 5-month programme will also be awarded Highly Commended References.

Students can register individually at any time throughout the 5-month programme using the link below. We recommend booking early to gain as much out of this programme as possible. Places are £10 a session to cover administrative and technological costs:



Take your first steps into the world of healthcare careers in our Virtual Allied Healthcare Work Experience.

Meet this month's AHP professional **guest speaker**, from **9 - 10am**, and then dive into live work experience sessions.

After a compelling talk from our guest speaker about their career and what they do day to day, you will dive into live work experience sessions from the safety of your home.

Witness the journey of two patients from injury to recovery over 6 months, and experience how many different healthcare professionals are involved in a patient's care, from hospital all the way throught to a community team.





Digital Marketer

Digital marketers use a variety of methods to communicate with customers and promote sales and activities.

Digital marketing involves the promotion of products and services through a variety of digital channels, using the internet and mobile technology. Push and pull marketing techniques are applied, targeting consumers both directly and indirectly.

In the role of digital marketer, you'll be involved in developing an organisation's multi-channel communication strategies and may work across several areas, or specialise in a few, depending on the size and requirements of your employer.

Types of digital marketing

Commonly used digital marketing techniques include:

- social media marketing developing a distinct online presence by attracting high numbers of internet followers through social media channels such as Facebook, Twitter. YouTube and Instagram.
- search engine optimisation (SEO) developing strategies to increase the number of visitors to a website by achieving high-ranking placements in search results.
- pay-per-click (PPC) campaigns sponsored online advertising paid for by the business to appear alongside non-paid search results.
- mobile marketing includes app-based, in-game, location-based and SMS marketing.
- affiliate marketing where a business allows other businesses (affiliates) to sell
 products on their website. The affiliate is paid commission for each customer
 brought to the website by their own marketing strategies

Responsibilities

As a digital marketer, you'll need to:

- create and upload copy and images for the organisation's website
- write and dispatch email marketing campaigns
- provide accurate reports and analysis to clients and company management to demonstrate effective return on investment (ROI)
- research new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums
- design website banners and assist with web visuals
- communicate with clients, affiliate networks and affiliate partners
- conduct keyword research and web statistics reporting
- contribute to social media engagement and brand awareness campaigns
- use web analytics software to monitor the performance of client websites and make recommendations for improvement
- contribute to company and industry blogs and manage e-communications
- assist with paid media, including liaising with digital advertising agencies
- develop and integrate content marketing strategies
- keep up to date with current digital trends
- manage the contact database and assist with lead-generation activities
- negotiate with media suppliers to achieve the best price for clients

Salary

Entry-level positions such as digital marketing assistant typically start in the region of $\pm 23,500$ to $\pm 25,000$.

As a digital marketing officer or executive, with a few years' experience, you can expect to earn £27,000 to £30,000.

In a more senior management role, such as digital marketing manager, you're likely to earn between £40,000 and £60,000.

Some digital marketing agencies and private sector companies offer bonuses, private healthcare and additional benefits packages.

Income figures are intended as a guide only.







