

Communications

Websites

- Maintain corporate websites eg uploading content, images and videos
- Analysing web statistics
- Creation of company graphics
- Web Development support

Digital Media

- Track and record effectiveness of digital marketing campaigns
- Monitor and update social media
- Photography and filming for the business

Our current Communications apprentice, Millicent Teague, shares her apprenticeship experience within this department in South West Water:

“The reason I like my apprenticeship is because of the range of experience you get. I have learnt lots of practical skills from the work place, such as how to speak/deal with customer complaints, how to keep in line with branding and how to come across in a professional tone. However you also get the new skills from college that you may not necessarily use in the work place but opens lots of experience for the future. For example I have learnt how to laser cut images, screen printing and I’ve also learnt loads of new techniques on design software.

The more difficult thing for an apprenticeship for me would be being taken out of your comfort zone, it is daunting at times having to speak to new people and handle requests that you may not initially know how to deal with but again it builds up your experiences and gives you more skills to be able to deal with similar situations in the future.

I never thought I would chose the apprentice route - especially not in South West Water as I thought, like others, the only job roles would be engineering. My sister worked here prior to me and became friends with their previous Communications apprentice and when I found out she was leaving, her job role suited what job I was looking for. I don’t regret an apprenticeship as I know University was not a suitable option for me and I feel like I have gained a lot more experience from a hands on job rather than studying for exams.”

