



Fast Facts

Apprentice Name: Sam Burbage

Age: 21

Type of Apprenticeship: Social Media and Digital Marketing

Job Role: Social Media and Marketing Apprentice

Training Provider: East Midlands Chamber

Employer name: D2N2 Local Enterprise Partnership

No of Employees: 12



Sam's Story

Increasing the Reach

Sam Burbage is a Digital Marketing and Social Media Apprentice at the D2N2 Local Enterprise Partnership. He is 14 months into his Apprenticeship programme and talks to us about his experience so far.

What were you doing before you became an Apprentice?

After college I did go to university for the first year but for various reasons found it wasn't for me. After that I was unemployed for around nine months before going on a social media college course.

How did you hear about Apprenticeships?

At the Jobcentre actually. One of the Chamber advisers was there looking for a social media apprentice.

Why did you decide to become an Apprentice?

I really enjoy social media, it sounded interesting and I relished the challenge.



I've gained a lot of knowledge and skills on a practical level and I've definitely grown enormously on a personal level too

What sort of tasks do you get involved with in your job?

I'm currently rebuilding and optimising the D2N2 website and I look after all the social media. I've also started to get involved with liaising with local media, sending out press releases and writing web articles.

What do you like best about it?

I've really enjoyed learning the PR side of things such as writing articles and sending them out. I like tying it in to the other work I do on the digital side. I also find it really interesting to see how far-reaching social media is.

What challenges have you had to deal with?

The biggest challenge is the learning curve – it's really steep when you first start and it's very intense. It's so different from college or university but all the better for it.

As an Apprentice what support do you get from your employer and from the Chamber?

I get really good support. If I get stuck with anything I've just got to get in touch with my assessor over the phone or email and I do get a quick response back. It's also a good

working environment here, everyone is friendly and helpful. Having been unemployed for nine months and then coming here you appreciate how structured it all is.

How has the Apprenticeship helped you progress into a career or a permanent job?

Massively so. The thing with an Apprenticeship is that you get, in my case, 18 months' worth of really good things to put on your CV and you can talk at interview in detail about relevant things you've actually achieved. I've gained a lot of knowledge and skills on a practical level and I've definitely grown enormously on a personal level too.

What do you feel were the advantages of doing an apprenticeship over other options such as full-time education or work without training?

Having experienced university, which is very academic, I feel there's no end result. It's harder to see where all the effort is going. When you do an Apprenticeship it's a lot more relevant, the academic learning you do feeds directly into your job.

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