



Nazahah Raman **Digital Marketing Apprenticeship** **Luton Council**

I am Nazahah Raman and I joined Luton Council in November 2018, as a Business Administration Apprentice.

What is your role at Luton Council?

I've achieved my Level 2 and Level 3 in Business Administration and have now moved onto a Digital Marketing apprenticeship. I'm currently on a secondment as a Project Support Officer for a few months.

What does your typical day look like?

As a Project Support Officer, a typical day involves liaising with different departments to make sure all of our projects are running smoothly. I support my Programme Manager by gathering evidence, dealing with any queries, submitting claims and writing reports.

As a Digital Marketing Apprentice, a typical day involves creating content and promotional material for our service. I update our website, social media platforms and put together a weekly newsletter. I also spend time each week completing my assignments and online modules.



What is your biggest achievement since becoming an apprentice?

Achieving a distinction in my Level 3 apprenticeship at the end of last year was a big achievement for me.

What advice would you offer anyone considering an apprenticeship in local government?

My advice would be to go for it and start applying. If you're not sure what career is for you, an apprenticeship is a really great way to gain experience whilst learning more about yourself, your skills and what you enjoy. There's a lot more happening in local government than you may think and with so many different services and departments, there's definitely something for everyone.