

Apprenticeship Ambassador: My story..

Name: Donna Dowd

Job title: After Sales Marketing Assistant

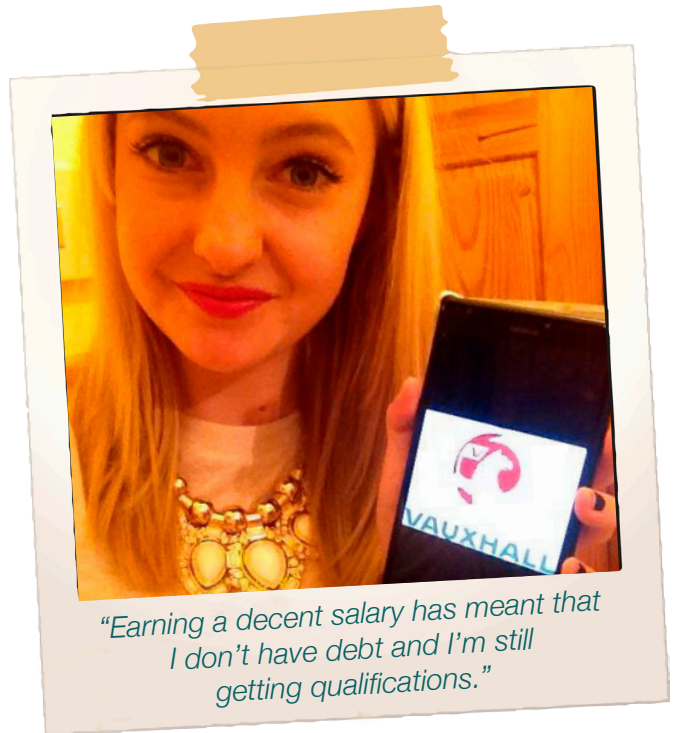
Donna is currently undertaking an Advanced Apprenticeship in Business Administration with Vauxhall. This is her story.

My Story

When I was at school I knew I didn't want to go to University, so I spoke to my careers advisor. Some students from the previous year had gone into the Vauxhall Apprenticeship and had said how good it was, so I decided to apply. I didn't know anything about Vauxhall before I applied. I thought it was only building cars, I hadn't even thought about the business side of things.

My current role is to be responsible for processing all sorts of different reports about sales performance. I create brochures with all of the different vehicle accessories and prices which goes out to all of the retailers across England. The brochure aims to entice the retailers to buy more accessories that they can then sell on to their customers.

I have also been involved in the design of the Vauxhall website. One of my colleagues is responsible for the overall Vauxhall website and has involved me in the design process. I've looked through the website to see which areas need to be changed to help customers to navigate it more easily. I have also checked that the prices are correct and selected which accessories should be featured on the home page.



I have been trained as an Apprenticeship Ambassador for Luton which is a really rewarding process. I now get to go back into schools and speak to students who are undecided about their future and promote the Apprenticeship programme.

The best thing about Apprenticeships is getting paid. Earning a decent salary has meant that I don't have debt and I'm still getting qualifications. My friends all said that I would miss out on the social side of University and that they would be having more fun, but I've made lots of friends and we go out all the time.

My advice to others considering an Apprenticeship is to really think about what you want to do. Don't feel pressured to follow the University route because all your friends are. Don't write Apprenticeships off as a low value option, they are an excellent way to get your career started and you can earn really good money.