

**CAREERS IN LOCAL GOVERNMENT SCHEME 2018 –
ABBIE SMITH**

The aim of the Programme is to help the district council demonstrate to local young people the potential for great career opportunities in local government. It provides the council with the opportunity to provide a 6-month placement for a recent graduate looking to gain invaluable knowledge and experience.

The Graduate

Abbie from Sutton applied to our Scheme after graduating from the University of Suffolk with a Photography degree and feeling that she had already developed transferable skills during her studies and work experience that would be valued by our marketing and communications team. She had worked independently as well as being an effective team member and had developed her time management, initiative, communication and problem solving skills. She enjoyed preparing digital imagery, building websites, organising exhibitions, working under pressure and challenging situations.

The Project Placement

Abbie has been responsible for monitoring social media platforms and interactions as well as leading social media campaigns. She has enjoyed taking an active role on internal and external communications, and designing posters for events. She has produced and created press releases and taken official photographs. Recently Abbie has been involved in designing the graphics and arranging text for the Sutton masterplan.

Abbie has gained confidence through her experience and improved her ability to forge professional relationships by attending and contributing in formal meetings. She has gained experience and skills in organisation as well as her ability to prioritise her workload to meet deadlines within a supportive team. She has particularly enjoyed the collaborative effort and sharing of ideas and techniques to get professional and modern messages out to the community.

The Future

Abbie has relished the opportunity to work on her own initiative and be creative with her own ideas.

Abbie has been surprised by the number of services delivered by the authority and has benefited from a real insight into the work behind the scenes in the

council. She has also gained valuable knowledge and experience of working within a political landscape.

Working in marketing and communications generally has inspired Abbie to consider her future career. She has particularly enjoyed the variety and scope that comes from working in such a busy team that reaches across all sections of the council. Abbie would like to work in a similar role within local government or university. She is also considering teaching as a potential future career option.