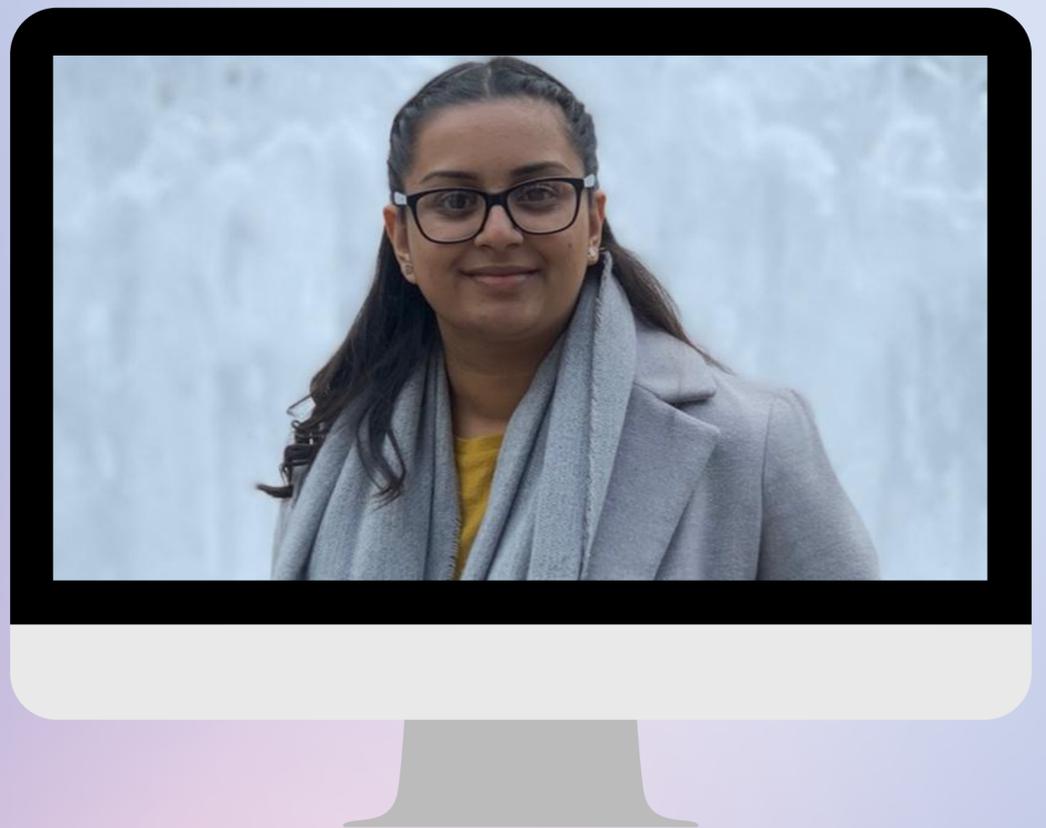




# Nayaab Basharat

## Marketing and Communications Intern

### Bradford Council



#### **What is your current job title and current job role/responsibilities?**

My current job title is a marketing and communications intern for the CTE Partnership, I was fortunate to be able to start a new job during the difficult situation of COVID19. Although I started my role from home I was extremely lucky that the team were very supportive and helpful and were always there when I needed help or anything clarifying. My current job role included many responsibilities including looking after the general communications such as posting regularly on social media channels, my role also includes working on case studies, video editing and a range of other interesting activities.

#### **How are you enjoying your experience so far?**

Having been in the role for only a few months I can say I am loving every minute of it, the job role itself is so interesting as I am getting to work on different activities, so not every day is the same which is great as it keeps me going and interested. The supportive team has had a large impact upon my positive experience.

#### **Please can you tell us a little about the application process you went through to get this role?**

The application process was extremely simple; I applied online by filling out a form and providing a character profile along with my CV. I was then shortlisted and invited to an interview in which I had to create a profile of all the marketing work which I had previously done, thankfully I was successfully chosen for the role.

#### **Do you feel like there was an enough support/help available to you? (From school/colleges/teachers)**

Yes, after graduating from The University of Bradford, the careers department was extremely useful in helping me find and apply for new opportunities. They actually helped me get this role in the Bradford council as a marketing and communications internship.

#### **What did you wish you knew before starting your Internship? (Interview skills, subjects to study at school)**

Personally I believe it would have been very useful if during school in my primary/secondary classes there could have been more careers related modules to make it easier at a younger age about careers/job roles. This is something which I highly believe should be added into the curriculum.

#### **How relevant do you feel your education was to get where you are now? (Subjects you studied)**

I feel like my education played a big part to getting me where I am now. I wouldn't be in this position without qualifications which I obtained at school and university. Although many people say that experience is important. I think getting good grades is equally important.

#### **What made you want to take up a business pathway? (Personal aspirations/ Role models or did you just fall into the role naturally?)**

Business has always been a career pathway which I wanted to follow, it's always been something which has been in my mind. Although I wasn't sure what I exactly wanted to go into it's been a sector I have always been interested in. This is the reason why I decided to study business and management at university as it was broad and there were many different routes I could take from that degree.

#### **Based on your experience what key skills to you believe is most important in the world of work?**

I think it's really important to have great communication and social skills, it's often a difficult process when leaving school/university and going into a job where you know no one. By having these key skills it helps as you are expected to get along and speak to new people all the time. It's about building your network and connections and ensuring you portray yourself in a positive manner.

#### **Do you wish you would have done anything differently?**

I actually don't, although some people may go back and say I wish I worked harder, I honestly think where I am now is due to all the hard work I put in, don't get me wrong I didn't get the best grades but personally I know I always put in 100% into everything I did so I don't regret anything

#### **Are you happy with where you are now? Do you wish you would have put more effort in?**

I'm really happy with where I am now, this role which I am in at the Bradford Council has been a real eye opener for me and has prepared me for what to expect for future jobs. I do hope potentially I would like to stay within a similar role in Bradford Council if not a well reputable company, but who knows let's see where life takes me, I am an open book searching for new challenges and opportunities.

#### **Where do you see yourself in 5 years? Do you have any future aspirations?**

I would like to stay within a similar role in Bradford Council if not a well reputable company, as mentioned above I am an open book searching for new challenges and opportunities. I'm lucky to have studied a very broad subject in which it allows me to really take different pathways to find what I feel like would suit me best

#### **Do you have any advice for others looking to work in a similar pathway?**

My main advice would be, be yourself don't be scared we have all been in the same position before.