



Rupali Patel

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 Health and Social Economic Partnership. My current responsibilities include anything communications related as well as ensuring the admin side of the partnership is all in order. In this role it also includes ensuring we are keeping up to date with all contacts and meeting and communicating with new contacts.

How are you enjoying your experience so far?

I've loved the experience I have gained so far, it's different as I have come out of education and I don't have much experience in the working world. However an interesting point would be being the only comms person in our team, people come to you for your expertise due to not having the knowledge in that area, which does put a bit more pressure on you as an individual as you feel like you always need to know the right knowledge to pass on. When starting the role it was during when we all went into lockdown so starting the new role from home it was a very unusual experience but again I would see it as a learning curve

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

I originally found the role online, and applied through an online form, although I didn't meet the criteria of being a university of Bradford graduate I still thought I would take the risk and apply and if they did decline me it wasn't a problem as I was aware I didn't fit their candidate profile. I then received an email asking me to come in for an interview which went really well for me and I was given the job.

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

To be honest I didn't really use any of the careers support which was available after graduated, I did use it whilst at university which was helpful when creating my CV and general tips ect.

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

I wish I would have had some prior knowledge regarding how health and social is laid out and how it worked as I believe it would have given me a bit of a better context to help me do my job. Personally I do feel this may be due to starting the role from home and not having any actual contact with others in the team and only during calls ect.

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

Yes I do, although I don't feel like I was chosen due to my qualifications. I do feel like the work I am doing on a day to day basis, regarding branding ect is what I have learnt through my degree and masters. It provided me with the background knowledge to be able to do my role to the best of my ability.

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

After getting my GCSE's, I decided on following the college career pathway and then went on to university to study Marketing and then went on to doing my masters in the same subject. Marketing has always been a subject which I have always been interested, my family also own their own business which again was another factor which drew me to the subject. I would say I naturally fell into the role I always used to question my parents regarding the business they are running which showed my interest in the subject.

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

Based on my experience I would say especially in a marketing career you need a touch of detail, it's very important to be very vigilant and precise with all the work you do. Another important skill I would mention is your social skills, you need to be comfortable talking to new people and trying to create conversations as in the world of work that's how you will get very far

Do you wish you would have done anything differently?

If I could go back and change anything I would say I would go back and work harder during my masters or even reconsider why I wanted to do my masters, as this is something which I think about quite a lot, although I think it was very useful in providing me with a lot of knowledge I don't feel like it really was as beneficial as I would have hoped

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

Long term I would like to work in all parts of marketing however be specialised in one area such as branding, I am also interested in wanting to go into teaching, maybe as a high school teacher or lecturer. Personally I want to always work in the public sector.

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

My main advice would be work on your social skills, I believe charisma and charm will take you very far when applying for new jobs. Always remember when you're going for an interview is look at it as a conversation, don't feel intimidated. Always ask questions as it shows your interest in the role. That would be my advice for anyone who would like to take up a career pathway similar to mine.