

Ashley Community Housing continues to nurture young talent

Ashley Community Housing (ACH) prides itself on their use of interns and apprenticeships to help the organisation grow. ACH is aware of the struggle for young people to find work; we are actively trying to increase the number of young people into work. ACH are offering internships, traineeships and apprenticeships with the aim of a permanent job or the vital experience needed to help start a career.

Hugo – Communications & Marketing

Intern

Bristol

Last year ACH took on a recently graduated communications and marketing intern to help raise our profile and develop an online presence for the company. As the company grew, the need for the role became permanent.

“I quickly realised despite numerous work experience placements in the summers between University, I didn’t have enough experience to start a career. So I looked into internships, I applied for the 3 month Communications and Marketing internship with Ashley Community Housing”



DECEMBER 2014 SUMMARY	
Tweets	Tweet impressions
7	272
Profile visits	Retweets
187	2
New followers	
21	

JUNE 2015 SUMMARY	
Tweets	Tweet impressions
64	27.3K
Profile visits	Retweets
2,848	74
New followers	
200	

The role included creating and managing content for the new ACH website which was up and running within 2 months. One of the main tasks was to create and build an online presence for ACH, which included the creation of the company twitter profile. The online presence has grown dramatically recently as can be seen in the following tables from monthly statistics.

Unit 20, Easton Business Centre, Felix Road, Easton, Bristol, BS5 0HE T: 01179 540433

E: info@ashleyhousing.com W: www.AshleyHousing.com

As the role became permanent Hugo's position was partially funded by Grads for Growth, a company who help get young people into work and celebrate their success in the workplace. At the recent Grads for Growth awards ceremony, Hugo was highly commended in the category for Graduate Achievement. The position that was created from the internship has been vital to the Growth of the organisation and ACH have now recruited an apprentice out of college to carry on the hard work.

"I feel that my work with ACH has been hugely appreciated as well as feeling immense pride in knowing my work has helped grow the company"

Abdoul - Digital Media Traineeship Birmingham

ACH's most recent success in this area has been Abdoul who has just completed his Digital Media work traineeship in connection with Creative Alliance and the BBC. During his placement Abdoul created digital stories around tenant's experience of journeys into the UK and their life back home.



"We are extremely pleased with Abdoul's work; we were very proud of him showcasing his projects at our Birmingham Refugee Week event"

Joe Fitt, Support Worker

Jakub – Social Media Apprentice

Bristol

Jakub has recently joined ACH on an apprentice scheme to help develop the skills he needs to start his career. Having just finished college, Jakub joined ACH at a time when there was a need for high quality graphic design work for the website and promotional items. He has the skills to produce this work and has already created some excellent graphics for the website. We're very excited to have him working with us.

"My work for ACH has been very exciting as I am doing what I've always wanted to do. My design skills are being put to use in digital marketing. Revamping the website is very exciting as well as tricky as I have to design parts of the website in a way that will appeal to multiple audiences and that's very interesting and exciting for me."

