

Family Firm: Communications Placement Case Study

Background

Rory joined the Family Firm programme in March 2016 as an early school leaver. Rory was not keen on going to college so he approached Family Firm to help him look for experience and relevant opportunities. He soon realised that his main interest was in marketing, so he decided to get some experience in the field and applied for a placement with Digital Marketing Scotland. Rory really enjoyed this placement as it gave him a taste of the private sector as well as experience in marketing and commercial businesses. Through Family Firm, an opportunity was made available with the Communications department in East Renfrewshire Council and Rory was successful in his application to this placement. This opportunity allowed Rory to build his work skills and gain experience in marketing and social media.

Outcome

Rory was able and willing to take on varied tasks throughout the placement, which were extremely beneficial to his development. He learnt a lot about the importance of timekeeping and how to work as part of a team in a Comms environment. On completion of his 5 month placement in the Comms department, Rory was able to secure a job within Digital Marketing. A few months into his new job, Rory applied for his own tenancy and was successful in obtaining this. He is now living independently and ready to progress with his career in Digital Marketing.

Beneficial

In the words of Rory's Family Firm Mentor, - "The experience has been both beneficial and challenging for the team and depending on future capacity within the team we would certainly consider taking on another young person who has an interest in this area of work".

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I have learnt how to work in a Comms environment and work as part of a team and I would recommend this experience to another young person as it was a great opportunity!”
-Rory, Family Firm Young Person