

DJS Research Ltd celebrates apprentice's success during National Apprenticeship Week

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As part of National Apprenticeship Week (March 9th - 13th), DJS Research is celebrating the positive impact apprenticeships have had on the company, both past and present.

DJS Research - which has been a keen supporter of apprenticeship programmes throughout the previous five years - has been commended by the National Apprenticeship Service for its investment in training young people and currently appears on the Roll of Honour.

Danny Sims, Managing Director of DJS Research, had the following thoughts:

“Apprenticeships have been something which DJS Research has been involved in for the last few years, and are a format we really support. The combination of on-the-job learning and college-based education, supplemented by our own in-house training, is one which we find to be ideal in terms of developing young people into key staff members and future leaders.”

In October 2014, Beth Harcourt joined DJS Research as Marketing and Communications Assistant, whilst studying towards a level 3 apprenticeship in social media and digital marketing. During her time at the Stockport market research agency, Beth has assisted the marketing and business development department with a range of offline and online campaigns, as well as helping to manage the day-to-day running of the marketing department and taking on a leadership role within some of the agency's charitable activities.

Beth is on target to complete her apprenticeship by July 2015 and said of her experience as an apprentice at DJS Research: “Not only am I on track to gain a level 3 qualification in social media and digital marketing, I am also gaining on-the-job experience, which is becoming increasingly desired in the workplace.

“Despite the fact I have only been working at DJS Research for 5 months, I have already gained a wealth of knowledge about the marketing and market research industry through being trained at work and at college.

“I would recommend an apprenticeship to anyone who is thinking of looking for a job instead of going to college or university - you never know how many doors it may open!”