

Melody Hardcastle

Level 3 Marketing and Communications Apprentice

City of York Council



“I left Millthorpe School in 2009 with 11 A-C GCSE’s, going on to York College to study for my AS Levels. At the end of that year, I decided that I wanted to focus on English and Media. As a result, I changed my course and started a BTEC Level 3 Extended Diploma in Print Based Media, alongside my English A-Level.

On completing those qualifications, I had two choices – either go to university or look at job opportunities. I decided that university wasn’t for me (especially with the rising fees).

I was keen to find a job where I could gain more experience using the skills I had learnt and work my way up. It was at this stage that I saw an advert for a Marketing and Communications Apprentice at City of York Council. I started my 18 month apprenticeship in 2013 and quickly gained so much experience from my amazing team.

In 2016, I applied for and was successful in becoming a Project Support Assistant within the same team; promoting apprenticeships to young people and employers. I organised city-wide events, design and produce informative materials, ran the social media and web sites.

I was promoted to Skills Officer in 2018; supporting schools with apprenticeship training, promoting and celebrating apprenticeships through events and marketing as well as going out to speak with employers about hiring apprentices.

I am now project managing a city-wide programme alongside my Skills Officer job, which supports young people into apprenticeships, employment or education. I am also looking at doing a Level 4 Project Management apprenticeship to help me develop my skills for this and future roles.”

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