

MediaCom appoints 10 real life apprentices

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Investing in the talent of tomorrow

MediaCom UK has today announced the launch of its Apprentice Scheme which will see ten 18-24 year olds working at the UK's Number One Media Agency whilst studying for an NVQ in Marketing and Communications.

The scheme, which has been launched in support of the 100,000 Apprenticeship target set by Mayor of London Boris Johnson in April, aims to dispel the myth that you need to be a graduate to get ahead in the media industry.

Run with the aid of the National Apprenticeship Service, the scheme will see 10 young people, who haven't had the benefit of being able to attend university, a year-long apprenticeship at the agency's London office.

Spearheading the project is Nancy Lengthorn, Head of Recruitment and Talent Sourcing at MediaCom. Lengthorn will be working alongside Outsource Training and Development to ensure that the apprentices receive a thorough grounding in the media business as well as taking one day off a month to attend college courses to achieve an NVQ in Marketing and Communications.

In addition to the NVQ course, the young apprentices will also take part in a bespoke, experience based training programme at MediaCom. Regular opportunities to tap into the senior management team to receive the benefits of their wealth of experience will be supplemented with regular Q&A sessions with the Managing Partners of the company to aid the apprentices' development.

Junior buddies will also be provided to each apprentice to ensure that they have mentoring opportunities from all levels of the agency.

Karen Blackett, CEO, MediaCom UK says "We want to provide a fantastic opportunity to these youngsters who perhaps wouldn't ordinarily get the chance to work within our industry. Our aim is, in the first instance, to offer these positions to local talent in order to provide Londoners with jobs. We feel it is time to re-invest into the media industry by training up and investing time into this source of fresh, raw talent"

One of the new recruits, Shauna Newth, said of the opportunity "It's a fantastic opportunity for people like me, who on leaving school have found it really hard to get a foot in the door in the media world. I have spent the last two years volunteering, whilst also applying for over 300 jobs and whilst I have enjoyed my time as a volunteer I'm ecstatic that I've finally got the chance to train within an industry that excites me so much."

The apprentices will start at MediaCom on July 16th.

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