



# Case study

Name: Kartik Bhalla

Job title: External Communications Officer

I enjoyed school and was quite academic, but the typical route of college and university didn't really appeal to me. I wanted to get stuck into the world of work straight away and gain some first-hand experience of what it's like to be a part of the NHS. I joined Leicestershire Partnership NHS Trust 4 years ago straight out of secondary school, as a Level 3 digital marketing apprentice within the Listening into Action and Health and Wellbeing team. My role was around staff engagement and looking after a variety of internal marketing campaigns.

## How did you become an external communications officer?

I learned about my current role whilst I was an apprentice and was successful at interview. My role involves things like social media, website management, campaign planning and PR and stakeholder engagement. I now have a level 4 diploma in digital marketing and have recently started another 2-year level 6 marketing apprenticeship.

## What is a typical day for you?

A typical day would involve lots of writing, graphic design, image and video editing, social media monitoring and posting, campaign planning – and it would usually involve lots of different people – other communication team members, colleagues from different departments both clinical and non-clinical, executive team members, colleagues in the wider NHS and from other organisations, journalists and the local media.

## Do you have any words of encouragement for anyone thinking about a career in health and social care?

Go for it! There's so many people working in the NHS, all doing different things, on the frontline and in the background, but with a common goal in mind: to provide care for people when they need it. It truly feels like one big team and I find it rewarding to be a part of something that's bigger than just myself.

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