

# Get into Digital

Featuring role profiles from  
The Co-operative Bank's Digital Team

# No digital experience? No problem.

The Co-operative Bank's Digital team is made up of over 100 people; the team is made up of designers, software developers, customer journey managers, analysts and so many more roles.

We want to show you that you don't need a 'digital' background to get into a digital or tech career.

Take a look at these role profiles - all written by digital colleagues who come from non-digital backgrounds.

# Take 10 minutes to think about these questions

## MY STRENGTHS & SKILLS:

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## WHAT I ENJOY DOING:

## 3 CAREER OPTIONS I HAVE CONSIDERED ARE...

1. 

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2. 

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3. 

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## MY DREAM JOB IS:

## BECAUSE:

# What does a 'Digital' or 'Tech' career mean to you?

**WHAT SKILLS DO YOU  
THINK YOU NEED FOR  
A DIGITAL CAREER?**

  
  

**CAN YOU THINK OF 3  
DIFFERENT ROLES  
WITHIN 'DIGITAL' &  
'TECH' ?**

  
  

**I'VE CONSIDERED A CAREER IN DIGITAL / TECH...**



**I THINK I COULD GET A CAREER IN DIGITAL/TECH...**



**DIGITAL & TECH JOBS ARE HARD TO FIND ...**



**I NEED TO STUDY CODING FOR A DIGITAL ROLE...**



**ANY WORRIES ABOUT  
GETTING INTO A  
DIGITAL CAREER?**



# SOPHIE PALMER

## DIGITAL LEADERSHIP GRADUATE

### TELL US ABOUT YOUR ROLE

I'm on a Digital Leadership Graduate Programme. I currently sit in the Digital Planning team, where I help with the team's strategy and reporting. I'll complete 4 placements across the Digital team during my two year programme, meaning I can get involved with anything from Analytics to UX to Journey to Optimisation to Scrum teams and more.

I'm also a part of the Digital Bee's, a group of people in Digital that are helping to promote Digital and the bank around Manchester. We host events for small businesses, help students understand more about digital careers, attend digital festivals and more. Our calendar is jam-packed, there is always something to get involved with!

### DESCRIBE YOURSELF IN 3 WORDS

- Energetic
- Determined
- Organised

### WHICH SKILLS DO YOU USE MOST AT WORK?

- Presentation
- Analysis
- Communication

### ANY ADVICE FOR SOMEONE CONSIDERING A DIGITAL CAREER?

Anyone can work in Digital. It is the most diverse team I have ever had experience in. Everyone has arrived in the team via completely different routes. The whole world is going digital, so there are new roles being created within the industry constantly - you'll be sure to find your place.

### EDUCATIONAL BACKGROUND

I have a Philosophy and Ethics degree from the University of Nottingham, so no relevant qualifications to a bank or digital at all!

Nietzsche certainly didn't blog online... All of the skills I developed throughout my degree, only now I apply them to digital tasks instead of university.



# NAOMI MASON

## OPTIMISATION EXECUTIVE

### TELL US ABOUT YOUR ROLE

Being in the Optimisation team means I work on the Bank's website, mobile app and online banking platforms, testing out new ways to improve customer journeys and display relevant information to different customers.

This can be anything from choosing images and designing a 'banner' to promote current accounts, or trialling out where on the page we put the 'Apply now' button - no two days are the same!

### EDUCATIONAL BACKGROUND

At school, although I loved being creative as a hobby, I was all about maths. My A levels were in Maths, Further Maths and Latin, then I studied BSc Accounting at Durham University.

### WHAT INSPIRED YOU TO GET INTO DIGITAL?

I knew accounting wasn't for me so during final year of University, I did a Diploma in Digital Marketing to see if I'd like that - I loved it more than any of my Uni modules so thought I must be on the right track! I loved the balance of analysis and creativity so thought I'd give it a go!

### WORK EXPERIENCE

After A levels, I wanted to go straight into work so did my degree alongside training in Audit at KPMG Manchester.

I was there for about 4 years before attempting the 'switch' to Digital, which started with a 1 month internship through StartMeUp Careers.

### ANY ADVICE FOR SOMEONE CONSIDERING A DIGITAL CAREER?

Look through different job descriptions and see which ones make you go, 'ooh - that sounds cool!'

Careers in digital can be as techy or 'non-techy' as you want; there will be something out there to suit you.



# BECKY FRANKS

## OPTIMISATION LEAD

### TELL US ABOUT YOUR ROLE

I currently look after the Digital Optimisation team who own all testing, personalisation and targeted content for the Banks public website, mobile app and online Banking. I'm also heavily involved with the 'Digital Bees' which is a group of colleague from Digital who are looking to build relationships across Manchester support the local community and help students get in to Digital and Tech careers.

### WHICH SKILLS DO YOU USE MOST IN YOUR ROLE?

- Building good relationships and team work Ideas and brainstorming
- Using our testing tool, Adobe Target and reporting
- Time management, being organised and forward thinking

### ANY ADVICE FOR SOMEONE CONSIDERING A DIGITAL CAREER?

Whatever your natural working style is you will find something suitable for you. You don't have to know how to code to get a role in Tech and Digital, there are so many different roles, just give it a go!

### EDUCATIONAL BACKGROUND

I completed my A levels in Business, Product Design and Psychology. I really enjoyed an Advertising module and thought a career in Advertising or Marketing might be for me.

I am from a small town in Norfolk so going to Uni was an opportunity for me to move to a City and experience another area of the Country. I moved to Chester and completed a degree in Marketing and Graphic design.

### DESCRIBE YOURSELF IN 3 WORDS

I am ...

- Enthusiastic
- Ambitious
- Organised



## **AMY FLYNN**

### **DIGITAL JOURNEY MANAGER (SAVINGS)**

#### **TELL US ABOUT YOUR ROLE**

I manage the customer application journeys for Savings products across the digital estate which covers website, Online Banking and our App. My role is to make sure we're optimising the customer application experience at every digital touch point which essentially means making it as easy as possible for customers to learn about and apply for our savings products.

#### **WHAT SKILLS DO YOU USE MOST IN YOUR ROLE?**

- Strategy
- Communication
- Planning
- Analysis
- Creative problem solving

#### **EDUCATIONAL BACKGROUND**

I took my A-Levels and then went on to study Marketing at University. I don't have any formal digital qualifications - everything I know has been gained through experience.

#### **ANY ADVICE FOR SOMEONE CONSIDERING A DIGITAL CAREER?**

Anything is possible. If you'd have told me at the start of my career I'd be where I am now I wouldn't believe you! Take risks. Five years ago I walked away from a great Ad Agency job to move to a city where I knew just two people. Don't panic. If it feels like everyone around you seems to have their careers mapped out - \*spoiler: they don't.\* Enjoy the ride. Your career journey doesn't have to be a straight line; the pit stops and detours in my career have actually been the most valuable learning experiences.





# **SIOBHAN HANCOCK**

## **DIGITAL ACQUISITIONS CONSULTANT**

### **TELL US ABOUT YOUR ROLE**

I look after and prepare a strategy for any of our digital channels that are used to hire people. These are channels like LinkedIn, Glassdoor, our careers website and any advertising we do online. It's good because I get to do a variety of different things like photography, video editing and graphic design and I get to highlight the important issues in the world of recruitment, such as women in tech, gender balance, flexible working and mental health.

### **WHAT INSPIRED YOU TO GET INTO DIGITAL?**

I've always been fascinated by Photoshop and from there the fascination grew. I'm a self-taught videographer and photographer and I'm also a big people person. I realised in my early career when I worked for tech companies, I had a talent for communicating complicated subjects to the public via marketing and video and it grew from there.

### **EDUCATION & WORK EXPERIENCE**

When I left university (BA Hons in Illustration) I opened a business as a wedding photographer which gave me the leadership skills to try go for new roles.

I've been a social media manager and a content manager in my previous 3 roles, in those roles I also got to increase my knowledge of video editing and the Adobe Suite.

### **ANY ADVICE FOR SOMEONE CONSIDERING A DIGITAL CAREER?**

Apply for roles that list the things you think you'd like to learn. Applying for a job isn't about ticking boxes, it has to challenge you too.



# JOANNE OAKES

## DIGITAL SERVICE JOURNEY MANAGER (USAGE & RETENTION)

### TELL US ABOUT YOUR ROLE

As a digital journey manager, my role is to understand what is working well for our customers and which areas need development. I work across both the public website and online banking for our SME customer base.

I rely heavily on the customer data to show me what is important to our customers. I then take this and work really collaboratively with a number of teams across digital and the bank as whole to improve the experience the customer has as much as possible.

### WHAT INSPIRED YOU TO GET INTO DIGITAL?

I was previously a team leader in the bank's New Media team, where we respond to customer queries on web chat or using the secure message service we offer. This is so insightful because you know about customer feedback first-hand. I took this and started to work closely with the digital team to look at solutions to solve some of these issues. Working with the digital team, really helped me understand that I could take my skills in customer service and rather than improve the experience for 1 customer, I could do this for our whole customer base! I didn't have a vast digital knowledge when I moved to the department but I learn day after day which makes the role so interesting.

### EDUCATIONAL BACKGROUND

At school I was always into the non-science based subjects like English Language, History and Drama. I went on to college and got A-Levels in English Language, Media Studies and Philosophy. I then attended the University of Liverpool and continued to study Philosophy with criminology alongside.

### DESCRIBE YOURSELF IN 3 WORDS

I am ...

- Personable
- Motivated
- Caring



# KERRY NEWTON

## DIGITAL STRATEGY PLANNING MANAGER

### TELL US ABOUT YOUR ROLE

In my role, I support Retail & Business Banking to articulate strategic plans, support with market insight and track all deliverables against the plan.

I'm also accountable for co-ordinating weekly sessions which allow The Bank to raise where they require Digital's support e.g. with new products, features and updates. No day is ever the same and you see everything in Digital!

### WHAT SKILLS DO YOU USE MOST IN YOUR ROLE?

- Building and maintaining relationships across Digital, the wider bank and suppliers
- Team work & collaborative Working
- Organisation & Time Management – I'm responsible for co-ordinating a lot of meetings and information for our leadership team
- Creating informative and well-designed Presentations & Packs which are visually interesting
- Communication Skills – sometimes I have to chase up with very busy people, so my approach is key

### ANY ADVICE WHEN CHOOSING A CAREER?

Don't put pressure on yourself to know exactly what you want to do straight away!

### EDUCATIONAL BACKGROUND

I didn't do great in my GCSEs but went on to complete my A levels with great grades in Media & Advertising, Drama, History and Applied Sciences. I chose to study Dance Performance & Teaching at University, which was always a huge passion of mine. I am from a small town in The Lake District so this was a huge step.

### WHAT INSPIRED YOU TO GET INTO DIGITAL?

I got my first taste of Digital at an eCommerce Travel Business. I then moved into recruiting for Digital for 3 years where I started to learn about the types of roles available. Hearing about all the exciting projects my contacts were delivering, I began researching roles I would be interested in.



# REBECCA THOMPSON

## DIGITAL SEO EXECUTIVE (SEARCH ENGINE OPTIMISATION)

### TELL US ABOUT YOUR ROLE

I work within the SEO team ('Search Engine Optimisation' and my main responsibilities are to create engaging SEO content for the bank's main website, such as articles and guides for customers. I also carry out keyword mapping as well as gap analysis.

### WHAT SKILLS DO YOU USE MOST IN YOUR ROLE?

- Working with stakeholders
- Communication skills
- Planning
- Creative problem solving
- Time management

### ANY ADVICE FOR SOMEONE CONSIDERING A DIGITAL CAREER?

I would research what part of digital and tech interests you the most. I would also take advantage of LinkedIn and connect with people who have a career you aspire to. I found reaching out to people on LinkedIn really helped me when deciding what I wanted to do with my career.

### EDUCATIONAL BACKGROUND

My first degree was a Human Geography degree at The University of Salford. During my internship working within digital marketing, I decided to complete my masters in marketing at The University of Liverpool part time.

### WHAT INSPIRED YOU TO GET INTO DIGITAL?

I found the sector of digital exciting and something I really wanted to do long term. I also had relatives who worked in the tech field, they were a big inspiration for me.

### DESCRIBE YOURSELF IN 3 WORDS:

Considerate

Dutiful

Resourceful



# KATIE TAYLOR

## USER EXPERIENCE RESEARCHER

### TELL US ABOUT YOUR ROLE

I work in the user research team and help shape the digital user experience. My role is to champion the user, to ensure what we create is always user focussed. The best thing about my role is that I get to see what our users and customers think of our online journey and collaborate with the team to improve it.

### WHAT SKILLS DO YOU USE MOST IN YOUR ROLE?

- Problem solving
- Collaboration
- Communication
- Analytical

### WHAT'S THE MOST INTERESTING THING YOU'VE WORKED ON?

I have worked on many new product launches and redesign projects. I think it is always really interesting to hear what users think of the things we design and to see how they use them.

### ANY ADVICE FOR SOMEONE CONSIDERING A DIGITAL CAREER?

Give it a go! See what you enjoy doing that is the most important thing. There is a lot of support out there with online learning and a great digital community.

### EDUCATIONAL BACKGROUND

I studied International Business & Tourism at university, with a work placement abroad which I really enjoyed. I went on to do a CIM Digital Diploma to enhance my digital skills and I like to do short training courses to ensure I keep learning.

### DESCRIBE YOURSELF IN 3 WORDS:

I am...

- Positive
- Caring
- Inquisitive

### WHAT INSPIRED YOU TO GET INTO DIGITAL?

The fast paced environment and the ease at which you can test something to see if it works.

# Let's reflect.

## Have your opinions on Digital careers changed?

**WHAT SKILLS DO YOU HAVE THAT YOU USE IN A DIGITAL ROLE?**

  
  

**WHICH ROLES DID YOU THINK SOUNDED INTERESTING?**

  
  

**I WILL CONSIDER A CAREER IN DIGITAL / TECH...**



**I THINK I COULD GET A CAREER IN DIGITAL/TECH...**



**DIGITAL & TECH JOBS ARE HARD TO FIND ...**



**I NEED TO STUDY CODING FOR A DIGITAL ROLE...**



**WHAT I'VE LEARNED FROM READING THESE PROFILES:**

# Next steps: Where to look for more inspiration

## THE CO-OPERATIVE BANK:

**The Co-operative Bank Careers site:**  
<https://www.co-operativebankjobs.co.uk>

## DIGITAL HER:

**Inspiration Wall:**  
<https://digitalher.co.uk/inspiration-wall/>

**Resources from other DigitalHer partners:**  
<https://digitalher.co.uk/resources/>

**Code Nation Scholarships:**  
<https://digitalher.co.uk/digital-her-scholarship/>

## WHERE TO FIND US ON SOCIAL MEDIA:



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#forpeoplewithpurpose  
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