

*Brought to you by The Co-operative Bank's Digital Bees
for the Digital Her programme
Student guidance*

The Co-operative Bank Overview:

We pioneer banking that makes a positive difference to the lives of our customers and communities.

Website: [https://www.co-operativebank.co.uk/
#digitalbees](https://www.co-operativebank.co.uk/#digitalbees)
Twitter: @CooperativeBank
Facebook: @thecooperativebank

Careers Insight Resource Overview: Get into Digital

Introduction:

No digital experience? No Problem.

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

Have you ever wondered who makes the wheels of the massive Co-operative Bank go round? Well, get ready to go behind the scenes as we introduce you to the incredible women on the Co-operative Bank's Digital Team. You'll hear from eight women in a range of digital jobs, telling you the whole truth, and nothing but the truth about their journey to digital career success...Prepared to be surprised....none of these women came from a 'tech' or computer science background!

After reading their stories, you'll feel inspired and empowered about your own potential for a successful digital or tech career. And you'll be thinking about and identifying your own skills and interests along the way.

One more thing...they have a set a mobile banking app design challenge. Get involved to be in with the chance of winning a 1-2-1 career's advice session and £50 amazon vouchers. See below for more details.

Time Frame:

Approx 1 hour.

Group size:

You can complete this individually when studying from home.

Variation: Can be completed as a team project.

Materials:

Pack download.

Learning objectives:

By the end of this task, you will:

- Understand the skills and responsibilities of various digital job roles within a digital team
- Undertake a self-assessment of your own skills and interests.
- Feel better informed and inspired about potential career opportunities in the technology and digital sector.

Preparation:

Download workshop pack from: <https://digitalher.co.uk/online-resources/>

Activity guide:

Step 1

Download or print: *The Co-operative Bank: Get into Digital.pdf*

Undertake the self-assessment task on page 3. Take stock of your own skills, interests, career aspirations.

Step 2

Complete the 'What does a digital or tech career mean to you?' on page 4. Consider your attitudes and suitability for a role in digital or tech.

Step 3

Explore the eight profiles from women employees currently on the The Co-operative Bank's digital team here in Manchester (pages 5-13). Roles include: Optimisation Executive, Digital Journey Manager, Digital Acquisitions Consultant, Digital Strategy Planner, Digital SEO Executive, User Experience Researcher.

As you're reading through the profiles, think about whether any of the skills, experiences, like or dislikes are similar to your own.

Step 4

Time to reflect.

Complete the reflection task on page 14 now you are familiar with different roles, the possible routes into them, and the skills required. We hope you begin to feel inspired and better informed about your options for a future digital career.

Step 5

Extend your research. Explore the resources listed on page 15.

Step 6

Competition Time!

The Co-operative Mobile Banking App Challenge: Brought to you by Digital Bees for the Digital Her Programme.

Find the competition download on the Digital Her resources page in the Careers section. See the brief for more information.

Follow [@digital_her](#) on IG where we'll be posting about the competition.

Closing date: Wednesday July 1st 2020.

Submit all entries to digitalher@manchesterdigital.com

Prize: Exclusive 121 CV support session with the Digital Bees from The Co-operative Bank & £50 Amazon voucher.