

## JO OAKES



**Job:** Digital Service

**Company:** The Co-operative Bank

I'm a digital content manager, managing content across online banking, the bank's public website and the mobile app. The content changes can range between updating due to a regulatory change in the banking industry or because we have added new features and benefits for our customers. The banking industry is really changing at the minute so keeping our assets up to date has never been more important.

## Social

## Hardworking

## Ambitious

**The skills I use most in my job...**Building strong relationships across digital and the wider business to work together for the best outcome for the customer

- Organisation and the ability to prioritise
- Strong written communication skills accounting for customer accessibility
- Data analysis to understand how to improve customer journeys

**The most interesting thing I've worked on in my career so far...**Working within the bank's New Media department from early in its infancy and seeing how the department has grown in recent years. The department started with just 6 colleagues and 1 customer channel, it now has 3 main customer channels plus a range of review sites to manage with 5 teams and 60 colleagues.

**What inspired me into digital and tech...**I was inspired by working with women already in roles, at all levels, within digital. I was working as an SME from another department within the bank and was instantly interested in knowing more about digital and knew it was where I wanted to go within my career.

**My educational background is...**I studied a range of A Levels at college including English Language and Media. English, in particular, was always a subject I loved and excelled in from a young age. I went on to study for 3 years at the University of Liverpool, an experience which I'm favourite grateful for. From university I joined the Co-operative Bank doing a number of roles throughout the years and most recently moving into my current role in Digital.

**What advice I'd give to girls thinking about a career in digital and tech...**You can do it, if it's what you want to do! You need to research the careers available and you'll be pleasantly surprised at how many roles are available and how many will let you learn and develop within the work place. Don't be put off by the role profiles because when you break them down, you'll realise how many of the skills you do already have.