Brought to you by Auto Trader for the Digital Her programme

Student guide

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| **AutoTrader Overview:**  We’ve built a business that is centred around its people, and we’re proud of our inclusive and progressive culture. Our tech and data expertise make us one of the UK’s leading companies and we were named one of the Sunday Times Top 100 Best Companies to Work For in 2018. We’re not simply a website that allows people to buy and sell vehicles. Through the evolution of our digital platforms and innovative data products we make the process of buying and selling cars easier for consumers, retailers and manufacturers.   * Website: <https://www.autotrader.co.uk/> * Careers: <https://careers.autotrader.co.uk/> * Twitter: [@AutoTraderLife](https://twitter.com/AutoTraderLife) |

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| **Workshop Overview: Transformation Digital**  **Introduction:**  Auto Trader is renowned for its transformation from a traditional business into a 100% digital business.  Now it’s your turn to do the same, taking the fictional Honey Bee Bakery business online!   * You will complete a series of tasks to complete the digital transformation of Honey Bee Bakery by taking on six different job roles within the new digital department. The tasks will span various business areas, from designing user research studies to deciding on what marketing Honey Bee Bakery should use to tell people about the new online business. * You will learn about the responsibilities of each job role and how they work across a digital team. You will:   + complete tasks making business decisions about the direction of to the new online venture   + control the finances in each role and complete an expense sheet in each role   + identify the five skills most needed in each role. * At the end of this, you will use your new understanding of the roles and reflect on your own personal skills and strengths. You will produce a personal digital profile which will help you identify possible digital roles you may be suited for as a future career.   **Time Frame:**  Approx 2 hours.  **Group size:**  Completed individually if you are working at home during COVID-19 restrictions.  It can also be completed as a team project if you are able to communicate with your team remotely.  **Materials:**  Pack download - accessed online or printed and sent to you by your teacher. |

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| **Learning objectives:**  **By the end of this workshop, you will:**   * Understand the process of a digital transformation * Understand the skills and responsibilities of various leadership roles within a digital department (UX Lead, Design Lead, Product and Delivery Lead, Technical Lead, Sales and Marketing Lead, Finance Lead). * Complete tasks in each job role, control the finances/expenses, identify the skills needed for each role * Undertake self-reflection of your personal skills to create your own digital profile * Feel inspired and empowered about potential career opportunities in the technology and digital sector. |

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| **Preparation:**  Download workshop pack from: <https://digitalher.co.uk/resources/>  Variation: your pack may have been printed and sent to you by your teacher |

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| **Activity guide:**  **Step 1**  Start with *1. Auto Trader: Transformation Digital Workshop.pptx* file.  Read slides 1-5 for an outline of the Digital Transformation task and an introduction to the Honey Bee Bakery |
| **Step 2**  Work through the 6 tasks . Each is linked to a different job role (slides 6-19):   1. UX Lead 2. Design Lead 3. Product and Delivery Lead 4. Technical Lead 5. Sales and Marketing Lead 6. Finance Lead   For each task, you will act as if you are employed as the role described.  There is information on each role provided on the role introduction slide.  You will then complete the tasks.  Make sure you look at the ‘Expenses’ information on the following slide for each role. There is useful information here that will help you make decisions and complete each task.  You must work through the roles and tasks in order (1-6) as some tasks rely on information from earlier tasks.  The following example documents are included in the pack to help you understand what to do:  - Expense Request Form Template  - Research Plan Example  - User Journey Example  - Marketing Campaign Example |
| **Step 3**  When you have completed the task for the role, and understand the role responsibilities, you should complete the ‘Actions’ at the end of each role section:   1. Fill in the Expense Request Form (*2. Expense Request Form.pdf*) 2. Identify and mark five skills needed for that particular job role from the *3. Digital Styles.pdf.*   You should do this for all six tasks/roles. |
| **Step 4**  **Digital Profile - self-reflection and personal skills audit.**  When you have completed all 6 roles/tasks, you should revisit the Digital Style Sheet and reflect on the skills you have used. See slides 20-23.  You should consider:  What did they find easy/difficult?  Which of these skills do you think you have?  Which of these skills would you like to develop?  Now tick the 5 skills **YOU** think are your strongest.  You can now look at slides 20-22 to work out which job roles you might be most suited to.  You can submit your profile to your school/college Careers Leader to help you discuss potential study, apprenticeship, or workplace options.  For more information about careers at Auto Trader, you can visit: <https://careers.autotrader.co.uk/> |