

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

This handy resource gives school and college students a candid and accessible introduction to some of the digital career paths available to them, as explained from the real women employees doing these jobs.

This resource is focused on highlighting that a lack of a computer science qualification is not a barrier to success in the digital or tech sector. These women's career stories will inspire and empower any school or college girl to consider their potential for a successful digital or tech career.

**Time Frame:**

Approx 1 hour.

**Group size:**

Completed individually by students working remotely during COVID-19 restrictions.

*Variation: Can be completed as a team project.*

**Materials:**

Pack download.

Variation: Materials are printable for those students lacking ICT access.

### Learning objectives:

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

### Preparation:

Students to download workshop pack from: <https://digitalher.co.uk/online-resources/>

Variation: Alternatively, teachers can print pdf and disseminate to those students lacking ICT access during remote study.

### Activity guide:

#### Step 1

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

Encourage students to undertake the self-assessment task on page 3. This involves students taking stock of their skills, interests, career aspirations.

#### Step 2

Encourage students to undertake the 'What does a digital or tech career mean to you?' on page 4. This involves students considering their attitudes and suitability for a role in digital or tech.

#### Step 3

Encourage students to 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.

#### Step 4

*Time to reflect.*

Students should complete the reflection task on page 14 now they are familiar with different roles, possible routes into them, and the skills required. Students should feel inspired and better informed about their options for a future digital career.

**Step 5**

Encourage students to explore the resources listed on page 15.

**Step 6**

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

Accessed on via the Digital Her resources page in the Careers section.

Closing date: Wednesday July 1st 2020.

Submit all entries to: [digitalher@manchesterdigital.com](mailto:digitalher@manchesterdigital.com)

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

**Deliverables:**

Completed personal digital profile.

Completed mobile app design (to be submitted to [digitalher@manchesterdigital.com](mailto:digitalher@manchesterdigital.com))