

Katy's Story

Part Time Communications Apprentice & Tourism Support Officer.



Katy is qualified to degree level in countryside management but applied for an apprenticeship in digital marketing.

Katy studied countryside management at Harper Adams University. While at University she took part in an internship programme, and secured a place with the National Trust. This was a great opportunity which she thoroughly enjoyed but she also realised that although she loved working outdoors, she wanted to do something different. She saw the Digital Marketing Apprenticeship with Yorkshire Dales National Park and currently has two roles, working on communications and as a Tourism Support Officer. Katy loves the countryside and the apprenticeship role combined with Tourism Officer role has given her the opportunity to explore different career choices.

Comms and creatives

Working in communications/social media means Katy is developing transferrable skills. Katy works with other creatives such as film makers and photographers who generally have other roles within YDNPA too.

Tourism Officer who works with businesses

Katy's role as a Tourism Officer is probably different from what people might imagine. As a Tourism Officer her focus is on supporting businesses to increase their business in the area. YDNPA provides toolkits for rural businesses to help them grow.

Katy loves living in the countryside, but gets to travel all over the world

Katy loves her work. She has travelled all over the world for conferences to hear about good practice to inform what she does.