

Your name

Eve Wilcox

Your apprenticeship programme

CMDA

About you

My name is Eve Wilcox, and I started my CMDA apprenticeship in 2020 with the BBC. My apprenticeship was three years long and I have worked in a range of departments across the organisation including BBC3 Marketing, iPlayer Audience Research, Commercial Rights and Business Affairs, Daytime Planning and Nations Marketing and Audiences. Since finishing my apprenticeship in January 2024 I secured a role in the BBC as a Business Coordinator where I have had the opportunity to support a transformation project and apply the knowledge, skills and behaviour I acquired from my apprenticeship scheme.



Why did you choose an apprenticeship?

I was completing my A-levels in college, and it came time to begin applying to universities. I knew that university didn't feel right for me and that I was ready for the workplace so began exploring alternative options online and came across the CMDA apprenticeship pathway and it felt like a great fit for me as I was passionate about business management.

Initially I thought apprenticeships were for those wanting to go into trades but once I found out this wasn't the case and there was loads of apprenticeships on offer across industry's/ sectors it felt like a no-brainer. The opportunity to earn and learn at the same time really appealed to me and made the decision to choose an apprenticeship easy!

How has the apprenticeship enhanced your career?

The CMDA apprenticeship has equipped me with the skills needed for the workplace in addition to gaining a degree, which has prepared me to handle complex tasks and responsibilities, giving me the confidence to take on new career challenges. Furthermore, I have built a great network of contacts in the BBC and at QA, which has been instrumental in expanding my professional circle.

What did your apprenticeship mean to you?

I am so grateful for the opportunity to do an apprenticeship as it has been an invaluable part of my professional journey. This experience has not only prepared me for my future career but has also instilled in me a passion for continuous learning and development.

What advice would you give to an existing apprentice?

To existing apprentices my advice would be to embrace every challenge and opportunity!