

Embrace the reality that people don't stay in one career anymore

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Some of the SiteVisibility team avoiding the seagulls one summer lunchtime in Brighton



Jason Woodford

Chief Executive at SiteVisibility Marketing Ltd

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At SiteVisibility we recognise the importance of fostering a culture of learning, and we pride ourselves on the range and depth of training opportunities available to members of our team. Amongst many other benefits like flexi-time and starting on 33 days paid holiday (including 8 UK bank holidays), staff are allocated 12 paid days of training a year. Not only can this time be used by our marketing team to hone and develop their existing digital marketing skills, and ultimately provide an even better service for our clients, but we also encourage them to pursue training of a personal interest which isn't directly related to their role. And our multi talented team are currently using their training budget to study a wide range of interesting, useful and quirky subjects!

Take our Digital Marketing Manager, Rachel Finch, who recently commenced a 10-week film production course at Brighton Film School. Having previously studied the discipline at degree level, film production has always been Rachel's passion. Rachel says: "Film making was always the thing I wanted to do most in life, particularly editing and cinematography but life got in the way. I got into digital marketing and I didn't have the time or resources to pursue film production further. Now at SiteVis I have the time and budget! After this course, I'll be doing screen writing training. By the end of 2019, I'll be able to create my own short films as well as offer our clients trained insight into their video marketing, or, and this would be the holy grail, work closely with a film production company or distributor to support their digital marketing objectives using my expanded understanding of the industry!"

The latest venture for Dave Gregory, our Content Marketing Manager, is learning German at Brighton & Hove Sixth Form College. Dave says, “After studying German at school to a pretty reasonable standard I never really put it into use and predictably, 14 years later I’d pretty much forgotten all of it. Being able to use my training budget to relearn it has helped me get to a stage where I can read and write the basics and have a basic conversation again. We currently don’t have any German clients but it never hurts to be able to speak a second language.”

Even our Office Manager Lorrie has used her training budget to start a Level 2 Floristry course at Plumpton College, and we're looking forward to enjoying the fruits of her learning in the office in 2019.

Last, but by no means least, is our Head of Digital Scott Colenutt. In his 5 years at SiteVisibility, Scott has used his training time for various online courses spanning most marketing disciplines including copywriting, social media, paid, data and analytics, in addition to taking BrightonSEO courses. This year, however, he is preparing to start a self-driving car engineering course via Udemy!

Some might think that investing valuable company time and money in arming employees with unrelated skills, skills which are far removed from their everyday role, is neither worthwhile nor justified. I'd hope to argue the case strongly that they are wrong.

The reality is; people often don’t remain in one career nowadays. Like many digital agency MD's I used to take this personally however I've learned to embrace that reality and look for ways to make it work for us. For any business, being known as a great place to learn and develop your career potential can act as a magnet for curious, ambitious people who are in alignment with your company values. For SiteVisibility, that means attracting precisely the kind of rare talent needed to help our clients outsmart their competitors. I believe that if a member of staff's time at SiteVisibility can be used as a useful stepping stone to help them achieve their longer term personal or career goals, or even simply provide a platform for learning valuable life skills, that makes for a more well-rounded, productive and happier team member whilst they are with us. And the funny thing is, that type of person often stay with us longer as a result! And even when they do eventually leave, many of our alumni are now running their own agencies, consultancies or pursuing successful roles client-side or as freelancers, often working with us again. And that's something I'm now proud of.

We've always focussed our contribution to our local and digital communities on supporting personal development, learning and training opportunities, especially with regards to young people. We do this because now, more than ever before, our industry needs to find new talent and we think we can help, in our own small way. Imagine the positive impact on both the UK economy and young people's progression if every one of the million + small businesses in the UK gave one student a week's work experience. It's got to be possible.

Our own modest activities range from supporting the digital marketing degree courses at the University of Brighton since 2005 as well as working together with Brighton Aldridge Community Academy (BACA) to provide local students with work experience and the chance to develop their digital skills. Through Wired Sussex we were early supporters of their work placement programme and in 2018 we provided the first of hopefully many 3-month work experience opportunities for alumni of Eastbourne College. Possibly our largest impact to date will arise from our partnership with **Career Ready** (a UK wide charity which

aims to generate 70,000 mentoring and work experience opportunities for young people during 2019) for whom we've been increasing their visibility in the marketplace by creating and managing paid search campaigns, free of charge.

If anyone is a testament to the benefits of investing in training and learning, it's Kelvin Newman. Perhaps our most celebrated success story, Kelvin started out as a SEO Executive at SiteVisibility in 2006. Fast forward to the present day and he is founder and MD of BrightonSEO, the biggest SEO conference of its kind in Europe, possibly the world. What started out as a meetup in a room above a pub is now an extremely popular, bi-annual event attended by thousands of digital marketers from 40+ countries across the globe. Kelvin's relentless desire to learn and his ability to do so at SiteVisibility, combined with his hard work ethic of course, was a crucial factor in his success.

If you're an employer who's keen for your employees to learn valuable digital marketing skills and to meet plenty of new and interesting contacts, why not consider the renowned [BrightonSEO training courses](#) this April 11th 2019? Alternatively, if you're presently working in digital marketing and would like to explore how SiteVisibility could be a stepping stone in your career, send me an email at jason.woodford@sitevisibility.com because we're looking for like minded digital marketing talent to join our team.

Published by



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Here's why SiteVisibility gives its staff 12 paid days of training per annum to learn about (amongst other eclectic topics) self-driving cars, film production, floristry, languages as well as the core digital marketing innovations...

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Great article. You must have high employee satisfaction and performance with such a culture. It must also help employees figure out and enhance their passions and strengths, leading to positive evolution in their roles at SiteVisibility.

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Rachael Perrin (She/Her) • 2nd
Co-founder of Soundcastle | Supporting people to make positive change through music making and coaching.

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Absolutely brilliant investment in your team. It's inspiring to hear of other organisations really focussing on the brilliance of their people. Supporting people to follow their dreams and creative visions is so integral to a positive and dynamic work environment. Thanks for sharing this :)

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