

Jason's Story



A kick start to a Digital Marketing career for a youth client in Joondalup, Western Australia.

With dreams of one day owning his own business where he could use his creativity, Jason was referred to JobTrainWA as part of the Youth Jobs Path program. Jason had been unemployed for 6 months and had lost motivation.

Jason had previously been employed as a delivery offsider for a furniture retailer before experiencing a traumatic event whilst at work. After the trauma, Jason was finding it difficult to continue working within this field and left to try and secure work elsewhere. Without direction or a clear idea on a new career path, this proved difficult for Jason and he ended up unemployed for 6 months. Being unemployed long term impacted on Jason's confidence and self-esteem.

Employability Skills training is run as part of the Youth Jobs Path program. The six week course is delivered in two 3 week blocks. Block one is designed to get the participants to THINK, identifying areas where they need assistance and addressing their present barriers and working on their resumes and cover letters. Block two consists of a participant led project which provides participants with real life recruitment practices creating Job description(s), creating a job advertisement, applying for positions and interviewing each other.

Through block one of Employability Skills Training, JobTrainWA supported and guided Jason to identify his areas of strength as well as his transferable skills, helping Jason to find a career path to fit with his personality and life goals.

Jason's course facilitator worked with him to develop his career path as well as guided him through creating a targeted resume and cover letter suitable for his newly identified career path.

Through hands on project work in Block two, Jason was able to build his confidence and enhance his communication skills. With a new found bouyancy and direction, Jason was feeling excited, motivated and ready to take the first step in establishing a career in Digital Marketing.

Now work ready, JobTrainWA's dedicated Youth PaTH Reverse Marketing Team began contacting businesses within the Digital Marketing space and secured Jason two job interviews for an internship placement. Jason attended both interviews and was offered two internships. He chose the position he felt was the best fit for him and began an 8 week internship with Red Rock Software.

During Jason's internship as a Digital Marketing Assistant, the JobTrainWA Reverse Marketer stayed in weekly contact, including mentoring and on-site visits to ensure both Jason and the Employers needs were being met.

At the eight week mark of a highly-successful internship, Jason's life turned around – he was offered full-time, paid employment with Red Rock Software. They were very impressed with his enthusiasm, hard work, and ability to learn new skills. They have identified his natural ability with communicating and are now training him to work across both Marketing and Sales within the business.

The internship arrangement was a critical component of Jason's employment journey. While Jason had some past employment history in labouring, his inexperience within his desired field of work and his initial lack of confidence and direction were difficult barriers to overcome. By participating in Employability Skills Training through JobTrainWA, we were able to open doors for him that would have otherwise stayed firmly closed.