

Appendix 2 Marketing Campaign samples

50 Futures

“Doug is an invaluable asset to Middlesbrough’s local job clubs and continues to show commitment and passion to local people who are seeking employment.”
Barbara, Routes To Work Programme Co-ordinator

“The 50 Futures work experience programme gave me the opportunity to bridge a gap in my CV and demonstrate my skill set.”
Doug, Job Club Support

→ Doug is now employed as a Key Worker within the Routes to Work team, helping other long term unemployed people on their journey into work.

Work experience that works for you.
If you have been out of work and training for a while and would like real workplace experience, the **50 Futures** team can help you.

To find out more visit: middlesbrough.gov.uk/50-futures
email 50futures@maes.ac.uk or call 01642 811 400.

Middlesbrough
moving forward

50 Futures

“Jake has introduced some additional creativity into our team and has enabled us to work more collaboratively with different departments within the council.”
Tim, Digital Manager, Middlesbrough Council

“The 50 Futures placement has given me a sense of pride in my work, where I am learning something new every day.”
Jake, Digital Media Officer

→ Jake is now completing an Operational Delivery Apprenticeship in his role as a Digital Media Officer at Middlesbrough Council.

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“My 50 Futures placement allowed me to help disadvantaged people in my local community using my existing retail skills.”
Tracy, Shop Assistant

“Tracy has become a valued member of our team within the store and her hard work has had a positive impact on the local community.”
Michelle, Manager - EMEC

→ Tracy now has a permanent retail position at EMEC, where the managers continue to be extremely impressed with her performance.

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“The 50 Futures work experience placement allowed me to indulge in my passion of local history and interact with lots of new people.”
John, Museum Support

“John’s knowledge of local history has enabled our delivery of interactive exhibitions to continue throughout the Covid-19 pandemic to truly enhance the visitor experience.”
Darren, Visitor Experience Team Leader at Middlesbrough Council

→ John is continuing to volunteer his services for the Dorman Museum delivering talks to visitors both in person and virtually.

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