

PET-Xi CASE STUDY



Caleb Kinderman, aged 23, graduated from the University of Nottingham in 2020 after studying for a degree in archaeology, but struggled to find employment due to the lack of jobs available as a result of the Covid-19 pandemic.

He successfully applied for a six-month placement at PET-Xi which was created through the Government's Kickstart scheme.

Support provided by PET-Xi

PET-Xi's Kickstart positions give young people aged 16 to 24 the opportunity to develop their skills in new digital roles as well as gain qualifications to support them in the future.

Caleb is currently working as a Digital Marketing Intern, supporting with the development and delivery of PET-Xi's social media strategy as well as other online marketing.

He has already completed a Level 2 Team Leading qualification which aims to develop leadership skills, and will continue to complete relevant courses and CPD (Continued Professional Development) throughout the internship.

Leia Welland, Senior Contract Manager at PET-Xi, said: "Caleb has already grown massively since starting his internship with us around six weeks ago.

"He's developing his digital skills and did excellently on the Team Leading course. He's even won our 'star of the week' award for his work sharing and promoting our various courses on social media, something that is hugely beneficial to the business.

CALEB'S STORY



 HM Government

**KICKSTART
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Leia Welland



“He’s really integrated himself into the team and also supported with our litter picking programme which we hold for some of our younger learners. It was great to see him getting involved and chatting to some of the young people we work with.

“The Kickstart scheme is hugely beneficial. At PET-Xi we not only provide a high-quality placement, but ensure that those taking part leave us with qualifications, a CPD log for their CV and we can also support them in finding employment.”

Outcomes

Caleb, who is from Nuneaton, is already enjoying his placement at PET-Xi and is looking forward to the rest of his time with the company.

He said: “PET-Xi’s Kickstart placement scheme is a fantastic programme which is both fun and really useful in helping develop employability skills. Everyone is really friendly and is always there if you ever need any help or support.

“I completed a BTEC in IT at college so already had some background knowledge in digital marketing, but my role is helping me to expand this further.

“I’m really enjoying the social media side of the position and it was excellent to have my work recognised and be awarded star of the week.”

Together we work as one

The Kickstart scheme provides Government funding to create new jobs for 16 to 24-year-olds on Universal Credit who are at risk of long-term unemployment.

PET-Xi created a number of new roles to support young people across the area, with business admin positions in both Coventry and Nuneaton still available.

KICKSTART

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If you would like to do the same course as Caleb we would love to hear from you!
To sign up call Kerri Bowers on: 07387 412 949 or email: kbowers@pet-xi.co.uk