

“Initiative, determination, friendly and personable and a willingness to get involved”

Introduction

Outposts Ltd is a UK based company which focuses on experiential, action-based learning, personal development and leadership training in an outdoor environment. Our expertise includes:

- Overseas expeditions for schools and groups
- UK based residential camps and adventure activity days for schools
- Bespoke leadership training programmes for groups and individuals including ILM accredited course



Image: **Helen Hawkins**, Sales & Marketing Manager – Outposts

How did you get started in your career?

I have been working in marketing since leaving University in 2000 and that role has led to me working in many different industries – recruitment, events, stock photography, travel and the outdoor adventure sector. Having experience in a sector wasn't the key, it was having experience in the discipline i.e. marketing.

Can you outline a typical work day?

Checking emails first thing and responding to urgent requests, meeting with colleagues to discuss upcoming and current projects, updating our website with new information e.g. blogs, researching topics to blog about, creating artwork like brochures and flyers, going to networking events to promote the brand, developing new branding

What do you enjoy most about your job?

The people! I work with a great team of people in a beautiful location. No two days are ever the same and it is fulfilling to work in a sector involved with young people. You feel like you're doing your little bit to help them develop.

What skills are important for anyone wishing to start in your profession?

In terms of the outdoors as a sector and marketing as a role, it's experience. Work experience is vital. I didn't study marketing or adventure travel but managed to get where I am by gaining experience. Take opportunities that arise and be proactive. I only got this job because I sent a speculative email. I wanted to work here, saw they had someone doing marketing on their website but thought it was worth a shot anyway. It turns out she was leaving and I got the job.

What main personal attributes do you think is important for your type of job?

They look for initiative, determination, friendly and personable and a willingness to get involved.

Do you have any tips or suggestions on how young people and adults can enter your industry?

Try and organise some work experience or an internship.

What career progression opportunities are available in your business/sector?

Either becoming a specialist in the role you're in or getting more responsibility i.e. managing a small team.

Why is it important for your sector to attract and train young people and new entrants?

The outdoors industry always needs people to instruct and facilitate programmes. There highly experienced instructors who will be retiring so we need to make sure young people are coming in and gaining experience to eventually be in that position themselves.

What trends do you predict for your industry within the next 10 years? E.g. is it a growing market requiring more young entrants

I hope that with government initiatives like Learning Outside the Classroom and a general cultural shift to realising the importance of learning in many different contexts that there will be an even greater need for this industry and people to work in it.

Further contact/information

If you are inspired by Helen and would like to get in touch with her, please email inspiringsouthwestncs@prospects.co.uk with your enquiry and we will pass on your contact details.