

Leading IT reseller and tech company, **Business IT Support Team (BIST)**, receives digital marketing strategy training through **The Skills Service**

Bingley-based BIST's Head of Marketing, Michelle Kelly, has worked with The Skills Service to access funding towards her CIM Level 6 Award in Digital Strategy.

Michelle Kelly, Head of Marketing:

"I am delighted to receive funding towards my training. The process was extremely quick and effective and Charlotte Wood, Skills Advisor for West Yorkshire Consortium of Colleges, provided guidance throughout the process. We are very fortunate to have funding available to us and it allows me to embark on the course I have wanted to undertake for some time to gain a deeper understanding of digital strategy."



"BIST is growing as a business and our vision is very much about organic growth through expansion of our sales team as well as introducing new solutions to our customer base. The course will equip me with the skills and knowledge to respond effectively to the ongoing changing environment. The digital landscape has evolved rapidly and continues to do so and it's vital that my skills are kept up-to-date so I am able to respond to the market in a relevant and agile way. I was keen to undertake a course that provided me with theoretical knowledge, but with strong practical applications back in the workplace, and the CIM Level 6 in Digital Strategy will allow me to do this by

managing digital channels more effectively. And additionally, the CIM qualification is transferable and recognised internationally.

"The Skills Service process is very streamlined. It was quick and simple and people should not be phased by timescales or paperwork - those kind of things shouldn't put people off applying for the funding and I encourage more businesses to work with The Skills Service. We wouldn't be able to do the training without the European Social Fund funding, so getting 40% towards the fees has made something that I've wanted to do for a few years more affordable to my employer who are supporting me through this course. Now that my training is booked, I've spoken to the HR Manager at BIST about how we could apply for more funding so colleagues in the business can also benefit.

"As well as being grateful to Charlotte for her support and expert guidance throughout the process I am also grateful to Phil Bates, SME Growth Manager at City of Bradford Metropolitan District Council for informing me about the grants available."

BIST was formed in 2003 and has grown into one of the leading IT Resellers and Technology providers. BIST supplies hardware and software solutions including Cloud solutions for education, private and public sector customers nationally.

Update April 2020 – Michelle passed her CIM qualification and has now received her certificate.

Michelle: “The training I received to gain this qualification in Digital Strategy has equipped me with new skills necessary to respond to the market in a relevant and agile way. The learning is pertinent to my role as Head of Marketing Communications at BIST Group and continues to be applied day to day in practice.”



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