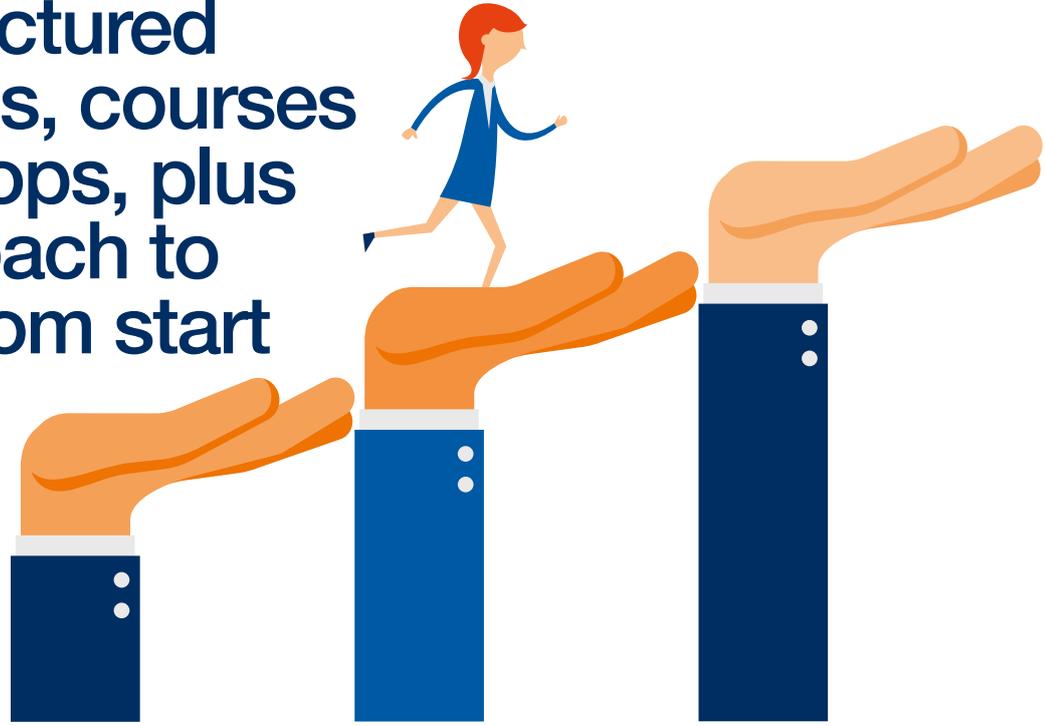




The support you get from the industry is amazing through structured training plans, courses and workshops, plus your own coach to guide you from start to finish.



Name:  
**Ella Moles**

Job title:  
**Forwarder**

Company:  
**Geodis**

Pathway:  
**Apprenticeship**

### What advice would you give a young person considering an apprenticeship?

Don't worry or be scared if you don't know anything about the course. It feels scary going into something completely new, that you know nothing about. The support you get from the industry is amazing through structured training plans, courses and workshops, plus your own coach to guide you from start to finish. It is a great way to learn new things that you wouldn't learn at school and interact with people who have a wealth of experience within the industry. An apprenticeship is a great way to get experience while earning money.

### Why would you encourage young people to consider a career in freight forwarding or logistics?

For me, it was interesting to learn how things are imported. It's a great confidence

boost speaking to customers, meeting new people, and building relationships. Freight forwarding is not just importing goods, you learn skills that can be applied everywhere. You learn about price and availability fluctuations on products that you buy and the VAT we pay on these. It helps you see the whole picture of the items that you buy and use every day.

### How did you get into the industry?

I entered the industry when I was looking for apprenticeships. I honestly did not know what I wanted to do when I finished school. This apprenticeship stood out as it was not familiar to me. It's not an industry that anyone at school had mentioned before, and I liked the sound of it. It fascinated me because it was so new, and I like learning completely new things. I saw it as a challenge to become an expert in freight forwarding!



### What does your current role entail on a day-to-day basis?

My current role is within ocean imports. I obtain clearance details from the customer and complete a customs entry to bring the cargo into the UK on their behalf. I liaise with haulage and shipping lines to ensure delivery of their products within a reasonable time. I quote and invoice customers. I also use my skills and knowledge to mentor and coach other apprentices who are on the same programme. My knowledge of the industry and apprenticeship programme means that I am best placed to not only understand what they are going through as learners, but also provide them the best support to gain maximum results on their course.

### Tell us about the best parts of the job.

The best part is communicating with new customers and different shipping lines or hauliers. I love to build relationships, expand my network and speak to different people all over the world. It's even better when you are complemented on the service you've delivered. It's very rewarding to have your hard work recognised by your customers.

### What is the most interesting product that you have shipped?

I once shipped SEGA gaming consoles for a company. I thought this was quite cool, as it is something I would happily buy in the shops.

### What advice would you give to young people when they first get into a role?

Be prepared, be organised, and keep on top of the workload and help build the reflective learning log. I made notes and kept on top of my GEODIS work, so that I had time for my apprenticeship work. Pick an apprenticeship in a subject that you genuinely enjoy, as you will be doing it for a while. If you are unsure of the role, research the industry and get the information to see if you will enjoy the apprenticeship. That's how I discovered freight forwarding.

### How important is support from your colleagues?

Support is important, I had a good network of people to call on for help and advice during my apprenticeship learning. However, it's important to have the freedom to be able to go on your own and learn new things in your own way. You may have a different, fresh interpretation of something which is only gained by learning and experiencing things yourself. This also helps you to use your own initiative and become more confident in your own abilities.

### What is your proudest achievement?

Being the first apprentice in GEODIS to get a Distinction on my programme. I set the bar for everyone else. As mentioned, the trainee has now become the trainer of the new apprentices!

### Finally, can you remember what you spent your first pay-check on?

I can't remember exactly but it was something for myself, such as clothes or maybe some money towards holidays. Either way, I remember it being so nice to spend money that I knew I had worked hard for and earned on myself.



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