

# News from Jersey Employment Trust

## 'Employers need to look beyond experience and recognise potential'

All the latest news from Jersey Employment Trust, by JET fundraising and relationships manager **Caroline Spencer**

### The right opportunity can change everything

*Not every career journey follows a straight path. Here, Madison Pereira shares how uncertainty, resilience and the right support helped her move from a role that was not the right fit into a fulfilling career in marketing at Digital Jersey.*

A FEW years ago, if someone had told me I would be working in marketing at Digital Jersey, I would not have believed them. My career path has not been straightforward, but, looking back now, every step helped me get to where I am today.

I started my working life in finance but quickly realised it was not the right fit. Every day felt the same, and I knew I wanted something more varied and creative. I wanted a role where I could use ideas, work on different projects, and enjoy what I was doing each day.

The problem was, I did not know exactly what that role was. At the time, I felt lost. I knew I wanted something different, but I was unsure where to start.

That is when JET helped me. They provided tailored guidance and support, helping me manage my anxiety around reaching out to employers and giving me the confidence to explore careers that matched my strengths.

Through that process, I discovered digital marketing. It just clicked. I loved that it was creative and fast-moving. Finally, I knew what I wanted to do, but I faced another challenge: experience.

I invested in myself by studying for my CIM qualifications, but the reality of the job market was a huge blow to my confidence. Every time I reached out to a business, I heard the same thing: I didn't have enough experience. It felt like I was hitting a brick wall. It's incredibly hard to keep your head up when you're being told your potential isn't enough. I felt discouraged, questioning whether a career change was



■ Madison Pereira, left, at the 2025 Tech Awards: "It makes a huge difference when you're surrounded by people who are supportive"

even possible.

A turning point came when JET reached out to Digital Jersey. I was introduced to Kelly, head of marketing and communications. I already knew of Digital Jersey because I had attended courses there before, so it was somewhere I really admired.

I was incredibly nervous during the interview, worrying that my lack of experience would be a dealbreaker. I left thinking I hadn't done enough to prove myself.

However, I soon realised that Digital Jersey wasn't looking for a "perfect" candidate who already knew everything they were looking for and a passion for the industry. A few days later, I received the phone call that changed everything: I was offered a placement as a marketing officer.

From my first day, everyone made me feel welcome. They supported me through-

out the placement, helping me learn, settle in and build confidence.

It makes a huge difference when you're surrounded by people who are genuinely kind and supportive. No matter how busy they were, the team always made time to answer my questions and offer guidance.

What started as a placement became a temporary contract and has now led to a permanent role. I have also recently passed my probation, which I am really proud of. More than anything, being part of such a great team has helped me grow.

My role now is exactly what I was hoping to find. I get involved in web development and social media, video editing and photography, graphic design and admin support. Every day brings something different, which is exactly what I was searching for.

My experience shows how important it

is for employers to look beyond experience and recognise potential. Sometimes people do not need all the answers straight away, they just need one opportunity.

If I have learned anything, it is to keep going. Even when things feel tough, keep trying. Keep learning and keep believing in yourself. The right opportunity can come when you least expect it, and it can change everything.

■ A spokesperson from JET added:

"What has really stood out is how tailored support and open communication with the employer have helped Madison to build confidence and resilience at work. Those small, practical adjustments created the space for her to grow, ask questions, and ultimately thrive in a role she's passionate about."

The Parish of Saviour has donated £1,000 towards training for Islanders who have a disability or long-term health condition. The funding will enable clients to access accredited courses that directly improve their employability.

Typical examples include QuickBooks, Excel and CompTIA (industry standard IT basics), all of which lead to recognised qualifications that employers value.

This investment consistently results in JET clients either securing work or mak-

ing clear, measurable progress toward their employment goals.

Pictured below with the then-Constable of St Saviour, Kevin Lewis, are employment coordinators Mel Therin and Tony Butters.



### Pronti, Partenza, Via!

There is still plenty of time to sign up to the JET Jaunt, sponsored by CSC, taking place from 10 to 13 September. It's a travel challenge inspired by BBC TV's Race Across the World. Teams of two will race from St Malo to Rome, with checkpoints and challenges along the way. To sign up, please go to jet.co.je and click on the pink JET Jaunt logo.



### Island Walk

Acorn is one of the chosen charities for the TMF Island Walk this year and we are encouraging as many people as possible to take part in the One TMF Challenge, an inclusive route which enables all Islanders to be a part of this wonderful community event. The flat, paved route starts at 1pm at Bel Royal. It will bring all entrants to the main finish line above the Waterfront car park to receive their medal. And that is where Acorn volunteers will be cheering on finishers in the afternoon.

### Second Acorn electric van hits the road

ACORN has a second electric van on the road, generously sponsored by the Jersey Community Foundation. It is fuelled by energy from our own solar panels on two of the Acorn buildings.

The van will make collections and deliveries even more efficient.

Jersey Community Foundation chief executive officer Anna Terry said: "We're thrilled to support Acorn's new electric van, which is making such a positive difference for both the environment and the community. By using solar energy generated on site, the project is a brilliant example of how sustainability and community impact can go hand in hand.

"We're really proud to be part of such an innovative initiative that so many people rely on."

Acorn offers work and training to Islanders who have a disability or long-term health condition. Our site in Trinity is open from 10 am to 3.30 pm Monday to Saturday.



■ JCF grants manager Trudy Le Bas is pictured with JET trustee Neville Benbow, and Acorn commercial and operations manager Darren Arnold in the cab

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