

# VTS ADMIN PROFILE

**Name:** Elizabeth Richards

**Role:** Marketing Executive

**Joined VTS:** 2022



Liz is responsible for:

- Attending events to represent the company
- Advertising apprenticeship vacancies
- All marketing activities including the website, social media, course flyers and posters
- Managing new enquiries into the business and monitoring prospective starts

## Experience:

Liz started her career at VTS as an apprentice and successfully completed the Level 4 Marketing Executive Apprenticeship. After achieving a distinction in July 2024, she has been applying the knowledge, skills, and behaviours acquired during her apprenticeship to her daily role at VTS.

Before joining VTS, Liz worked at a Sanctuary retirement living complex, where she was responsible for the well-being of over 60 residents. Liz also has experience working in a care home, primarily supporting residents living with dementia, where she developed an understanding of their unique needs.

## Personal Hobbies:

Liz enjoys spending her evenings playing badminton, swimming, and crocheting, as well as getting lost in the *Harry Potter* series.

Liz has a habit of singing around the office - though her tunes aren't always perfectly in key! She's also a big fan of the cinema, especially when there's a Marvel film to watch, or a new rom com to enjoy.