

Employer Spotlight



*“My typical day is nonstop and at times hard but it is the most rewarding and fantastic job I feel anyone could have*”

Daniella Smith, Manager – Pixieland Day Nursery Mannamead

**How did you get started in your career?**

I started with Pixieland just as I turned 17 years old. I began at one of their 4 branches as an apprentice. I knew from the get go that I had a passion for childcare and knew I wanted to go far in such a great company.

**Can you outline a typical work day?**

My typical day is nonstop and at times hard but it is the most rewarding and fantastic job I feel anyone could have. I deal with the staff, parents and children, I answer telephone calls, show prospective parents around the nursery and a whole lot more.

**What do you enjoy most about your job?**

I enjoy seeing the children smiling and making sure their every needs are met. I enjoy teaching my staff new skills and continuously improving the nursery to be the best that it can be.

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

Organisation! This is the most important I think. I am extremely organised and feel that without this skill things could be incredibly difficult. I think you need to be robust and able to criticise yourself in order to make improvements.

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

You definitely need to have a fun side and a sense of humour! At the same time you need to be mature and professional. You also have to be approachable and friendly.

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

Do an apprenticeship! They are great, you get to learn on the job and earn a bit of money at the same time. You definitely need the hands on experience.

Pixieland Day Nursery (Mannamead)

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

We have many opportunities for progression. As we have various branches promotions can come up quite regularly. I went from being a nursery nurse to a room supervisor to a manager. If you want to work your way up it is definitely the type of career that allows you to do this.

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

I feel childcare is a sector that you will only really be good in if you are trained. You can’t just walk in and know exactly what to do! There is definitely far more to it than just playing with children. You need to start at the bottom and work your way up. Coming into is it as an apprentice gives you this experience and training that is needed. We enjoy training people up and making them into brilliant members of staff at the end.

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

The childcare sector is always going to be a business that is high in demand. Parents are always going to need childcare and for this reason nurseries are always going to be used. We have had a really successful year this year at Pixieland Mannamead and I intend for this to continue over the next 10 years. I feel we need to always allow staff to come in and train to keep up with the demand for childcare. It’s a great career to come in to whilst you’re young and enthusiastic like I was.

**General words of advice**

If you feel you have a passion for childcare do it! Take the apprenticeship route for certain and always be willing to learn as things can change all the time in regards to practice and requirements.

**Further contact/information**

If you are looking for a career in childcare and would be interested in a level 2 or level 3 apprenticeship in Early years please give us a call on 01752 511007.