

Khyfer Seahra

Apprenticeship in Public Relations & Social Media

What have been your favourite parts of the role within the PR and social media teams during your first 3 months?

During my time working within the PR and social media teams, I most enjoyed the opportunity to produce work - whether that was in organising the LiveScore Group calendar or creating presentations - designed to benefit others in the workplace; but also have a meaningful impact within the business.

In the social media team, I had the opportunity to produce various types of graphics around football, which is such an important part of my life already, so it hardly felt like I was actually working during this time.

It was fantastic being able to have the experience of working on Champions League nights, updating the Twitter feed as the action unfolded.

During the first three months in your role within the PR and social media team, what new skills have you learned?

My Microsoft Excel skills have certainly progressed during these three months, I have been able to learn and utilise software that had not been required of me in my previous roles. My organisational and time management skills have also improved tenfold, due to the fact that deadlines had to be met in short periods of time (two days).

My role at LiveScore has been the first role in my career within this industry that hasn't been work experience, and I'm loving the experience of the work environment. Working at LiveScore demands effective communication and people skills which I believe I already possessed, but it allowed me to put this into practice in a professional environment while meeting great people.

How have you found joining a new company during a period where much of your time has been spent working virtually?

I have enjoyed coming into the office, it's a great environment to work in and I could not have asked for a better location.

The office environment allowed me to communicate in-person rather than online, which made the job easier, however I have managed to work just as effectively remotely in my own space.

Communication through channels like Microsoft Teams and Slack has been a real boost, enabling me to learn new skills and meet new people, helping mitigate the challenges presented by working from home.

I believe that ultimately, I have made the most of my time in the office and I feel I have become a valuable part of the teams I have been in so far.

How has the job differed to your original expectations?

My role at LiveScore has exceeded my initial expectations. I have undoubtedly learned a lot more in three months than I thought possible. Prior to applying for the job, I certainly never imagined that I would have such a good integration to a company. My first few months and the apprenticeship itself have so far gone very smoothly.

Generally, I tend to take things as they come rather than build up my expectations, but I'm sure that any junior in my position pursuing a career in this industry would not expect to join such a well-run and forward-thinking company.

What are you hoping to achieve in your next placement within the video production team?

I have had little experience working on video production prior to joining LiveScore, and it is one of the key areas that I want to develop more skills in. There is a big crossover between video production and social media, so I believe I have the potential excel in both areas.

The crossover will only benefit my current skill set and make me a more well-rounded employee. I want to eventually become proficient in video editing so I can create the sort of videos that I regularly consume, such as football compilations and highlights.

Needless to say, I am looking forward to joining the video team and seeing how far I can develop my skills and find out what the tasks will entail.

What advice will you be sharing with any colleagues due to begin working in the PR and social media teams?

My advice would be to ensure that your organisational skills are as good as they can be and to leave enough time to complete each task. Working in two different departments can be a learning curve at times, particularly in a new role, so this is essential.

Attention to detail is a big factor for working in both roles, whether that is in organising data in Excel or creating a graphic, so it is important to not rush any tasks. Effective communication is also key and if you have any doubts, it is best to raise this with your line manager before commencing a task.

Are there any other thoughts on your first 3 months working at LiveScore?

Overall, I cannot stress enough how fantastic everyone I have met in the company has been since I have joined. At no time did I feel that I was lost in any aspect, with every member of the team always able to answer any questions I had and offer their help where needed.

The new office has been a pleasure to work in and I feel privileged to have been selected as an apprentice in the inaugural year of the scheme.

I couldn't have asked for a better workplace to develop different skills in different areas, and I have no doubt that the experience will shape me into a more credible, experienced and confident worker by the end of the apprenticeship.

Khyfer's LiveScore social media portfolio:



khyferseahra Follow ⋮

9 posts 100k followers 99 following

Khyfer Sehra
Junior Content Producer at LiveScore

POSTS
GUIDES
REELS
VIDEOS
TAGGED

SERIE A GOALS

MOST GOALS
BY DEFENDERS IN UCL

- GERARDO PIQUÉ 14 GOALS
- ROBERTO CARLOS 14 GOALS
- SERGIO RAMOS 13 GOALS
- IVÁN HEL GUERRA 13 GOALS
- RONALDO KOEMAN 13 GOALS

HARRY KANE
CLUB GOALS

RIGHT FOOT: 111 LEFT FOOT: 44

6-4

29 DEC 2007

Manchester 7: 67 77 83
Mullens 76
Delve 79

Chris W
Wigninton 55
Katon 69 74

8-1

139

514 146

21	3	3	18	6	3
GAMES	GOALS	ASSISTS	GAMES	GOALS	ASSISTS

BORUSSIA DORTMUND

2019/20 110TH ANNIVERSARY KIT

PLAYER STATS

MASON MOUNT

- 217 CLUB GAMES
- 26 CAPS
- 53 GOALS
- 41 ASSISTS
- 2 TROPHIES

ALLIANZ ARENA

MUNICH, GERMANY