



Welcome to the future of digital Apprenticeships.

Develop the talent to take your company forward.

Our digital marketing apprenticeship programmes, Digital Marketer, Junior Content Producer and Marketing Executive let you seize the opportunity to reap the many benefits of nurturing up-and-coming marketing talent.

Not only can hiring an apprentice cost-effectively transform your wider team's productivity and inject new skills into your business, but it can also help you:



Identify growth opportunities



Generate leads and increase visibility



Build transformative marketing plans and strategies



Run social media campaigns that boost your brand image



Discover more about your business and marketplace through analytics



Develop engaging website content that converts



Use digital techniques to know your customers and influence their behaviour

Why work with Apprentify?

Apprentices of the highest calibre

We identify the best talent through a robust quality driven apprentice selection process defined by a 6-point digital marketing assessment carried out over the course of a day.

Best Programme Design

Visual & Innovative programme with no venues to travel to. The blended teaching is made up of interactive virtual classroom training, e-lessons and activities as well as 1:1 coaching sessions in the workplace.

Convenient Starts

Rolling starts so your apprentice can start when it suits you rather than waiting for a fixed cohort start date.

Cutting edge curriculum

All our programmes have been designed in-house by our team of industry experts and tutors with employers and businesses in mind and in particular job role skills sets for the future. Teaching is regularly updated so that it is both current and relevant.

Paths to Mastery

We not only offer the curriculum as set out in the standard but employers can benefit from further specialist training which is right for the business. Exclusive to Apprentify and a true value add with no extra cost it gives apprentices the chance to gain additional qualifications in certain areas specific to their job role and chosen alongside the employer to ensure a relevant skill set for the company.

Not every company is the same, so why would the training be? With a focus on the technical as well as the engagement side of digital marketing, Apprentify will train your apprentice in the skills that are relevant to your business.

MARKETING EXECUTIVE LEVEL 4

[Click here to link to the course](#)

Duration: 13 months plus End Point Assessment

This programme is perfect for someone already experienced in marketing but now needs to focus on strategy and optimising project and team management skills to successfully manage stakeholder relationships, deliver marketing plans and support the business.

- Marketing Concepts and Theories
- Stakeholder and Relationship Management
- The Marketing Environment
- Choosing the Right Channels
- Market Research and Data
- CIM Digital Marketing Techniques
- Manage a Marketing Campaign
- Evaluate a Marketing Campaign

The Apprentify programme includes the actual qualification.

Apprentify is a CIM accredited provider and we have mapped the content of the apprenticeship to the CIM Level 4 Certificate in Professional Marketing Qualification.

Extra fees for assignment support, CIM membership and assessment fees will apply.

Additional Benefits

- Group projects between learning sessions to build project management and presentation skills.
- Communication and interpersonal skills training
- Time management
- Agility and Flexibility
- CPD and continuous improvement



Chartered Institute of Marketing

Dual Certification - CIM Qualification and Accreditation

Successful completion of the Apprentify programme provides both the CIM qualification and the Marketing Executive Apprenticeship

This standard does not come with a qualification but is designed to meet the requirements for registration as an affiliate member to the Chartered Institute of Marketing.



“Since the very first phone call the entire team that I have dealt with have been nothing short of exceptional! They have been communicative and supportive when going through the whole process”.

Sarah Comerford,
Client Services Director

JUNIOR CONTENT PRODUCER LEVEL 3

▶ [Click here to link to the course](#)

Duration: 13 months plus End Point Assessment

This apprenticeship is designed for people whose role is creating content in digital, social, broadcast and print. This is explored in four clearly defined areas set out in the standard.

Content planning

How to interpret a client brief and explore business environments and the impact on the client brief. Brand and brand awareness. How to use a budget and meet a marketing strategy.

Content creation and evaluation

How to write persuasive copy, how to capture video, images, graphics and sound, SEO, segmentation of audiences and how to use data

Content development

Explore the different styles of writing, story boarding, principles of negotiation and production workflow.

Industry awareness

Aimed at the holistic development of the apprentice, this includes developing a professional network, respecting project deadlines and how to work to commercial pressures.



Making You Content

“Apprentify was extremely helpful in guiding us through the process and what to expect. The experience was very smooth and within the space of weeks we had found the perfect apprentice”

Kelly Gilmour Grassam,
Director

The apprentice gains valuable practical skills in

- Adobe Creative Cloud training
- Storyboarding
- Presentation skills and how to present pitches and proposals
- Market research and making recommendations
- Analytical and reflective practice

Path to Mastery

The Path to Mastery, which is an optional qualification in the final months of the programme, gives apprentices the opportunity to advance their knowledge in a chosen area of marketing. It allows employers to tailor their apprentice’s learning to suit the needs of their business. This added qualification will then allow your apprentice to thrive in your company and provide you with a greater return on your investment.

- Content / social media marketing
- Search marketing - PPC, SEO
- Video Creation and Production



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DIGITAL MARKETER LEVEL 3

▶ [Click here to link to the course](#)

Duration: 13 months plus End Point Assessment

A digital marketing apprentice will have a creative mindset and the ability to use technology and engage with digital platforms to acquire new customers, convert and engage them and retain them for long term business growth.

The apprentice will learn how to optimise digital techniques to know your customers and influence their behaviour.

Key learning outcomes include how to master:

- Digital marketing campaigns and strategies
- SEO & PPC
- Web Analytics
- Website design and wire framing
- Copy and Blog writing
- Email marketing

The apprenticeship itself covers the core elements of marketing and these are defined within it as:

- Marketing Principles - BCS qualification
- Principles of Coding - BCS qualification
- Data - Google Analytics IQ

Path to Mastery

The Path to Mastery gives apprentices the chance to gain additional skills in specialist areas. Employers and employees can choose from either the Technical Path or the Digital Engagement Pathway. Decisions should be made based on the needs of the business. Both are designed to enhance expertise in a certain area of digital marketing. This added qualification will then allow your apprentice to thrive in your company and provide you with a greater return on your investment.

The Technical Path

- Option one: Web design - including wireframing, UX and UI principles, branding, and CMS usage and customisation.
- Option two: Web development - including front-end coding languages, UX and UI principles, technical SEO, CRO and page speed.

The Digital Engagement Path

- Option one: Paid search - including PPC and display campaigns, video advertising, and remarketing and audience building.
- Option two: Social advertising - including Facebook and Instagram Ads Manager, becoming a Facebook Certified Professional, and image optimisation and copywriting techniques.



Embryo Digital

“Working with Apprentify is and always has been an easy and smooth process. From the superb range of candidates to the coaching, we believe that Apprentify is one of the best digital marketing programme and talent providers we have ever worked with”

Ross Green, MD



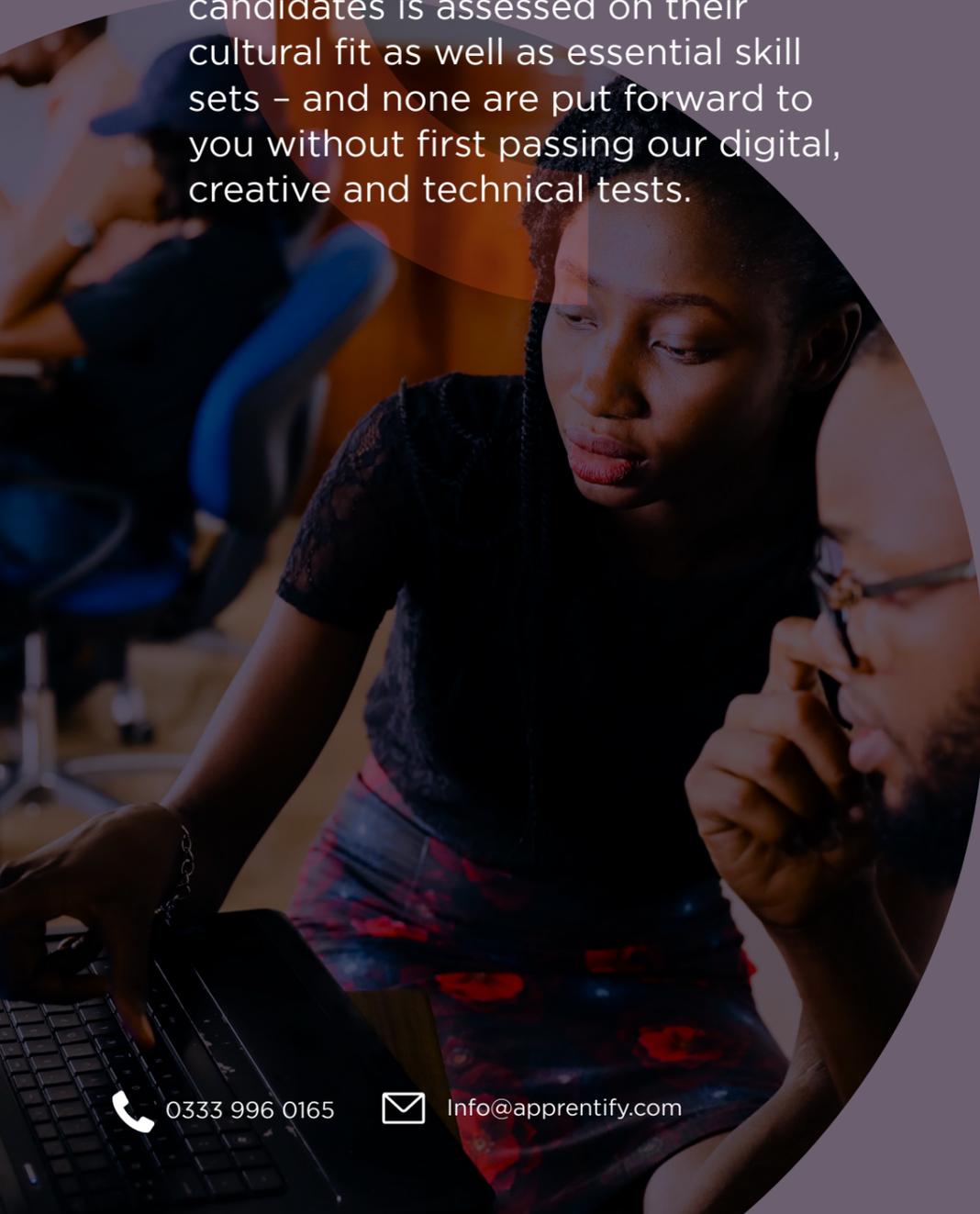
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Talent Recruitment.

Apprentify sources remarkable digital marketing talent for your organisation. Every one of our candidates is assessed on their cultural fit as well as essential skill sets – and none are put forward to you without first passing our digital, creative and technical tests.



When you choose us for your apprentice, you'll gain access to a talent pool that's brimming with hungry, passionate and intelligent digital marketers. Whether you need a technical or creative addition to your team, you can rely on us to deliver the ideal apprentice for your needs – every time.

Apprentify hold an Apprentice Assessment Session every week for candidates applying for roles.

Integral to the apprentice journey is Information, Advice and Guidance (IAG) from this first point of contact through the apprenticeship training and ultimately to the long term career objective.

This is a full day made up of two key parts – IAG and Assessment

IAG

- Digital Marketing Skill Scan conducted by a Digital Marketing Coach
- Maths and English Pre Scan using BKSB
- Additional Learning Needs Pre Scan using Cognassist
- A range of activities designed around practical communication and employability skills
- A comprehensive brief of the Apprenticeship Programmes
- Planning and executing 20% off the job learning
- Understanding of the expectations, time and commitment involved.

Assessment

- Subjective skill scan where each candidate has the opportunity to score themselves on their current skills and knowledge within Digital Marketing. The coach objectively questions each of the areas covered to determine level and depth.
- Peer to peer interview session
- BKSB initial assessment to understand current Maths and English ability to ensure they are working to the required level
- Analytics assessment to explore Maths ability further
- Blog writing activity to explore English ability further but also to test their creative writing skills including SEO and content.

At Apprentify we are committed to comprehensive recruitment. It's important to us that every company secures a digital marketing candidate that's perfect for their company in every way.

Our trusted clients



Next Steps
Get in touch today on

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