

Welcome to the future of digital and technical Apprenticeships •

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 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 the business 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 skills set for the company.

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

Our digital and technical apprenticeship programmes let you seize the opportunity to reap the many benefits of nurturing up-and-coming 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



Develop engaging website content that converts



Run social media campaigns that boost your brand image



Discover more about your business and marketplace through analytics



Build transformative marketing strategies, internal and external technical USPs



Use digital techniques to know your customers and influence their behaviour

Develop the talent to take your company forward.

PR AND COMMUNICATIONS ASSISTANT LEVEL 4

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

Duration: 13 months plus End Point Assessment

The PR and Communications Assistant apprenticeship will cover topics allowing apprentices to help your business grow and protect your online reputation, develop skills and knowledge in creating high quality content and evaluate PR campaigns to continuously improve. Topics covered include: digital PR tools and tactics, communications strategy, content production and content distribution tactics.

Key Learning Outcomes:

- The PR Industry
- Reputation Management
- PR Strategy
- Digital PR
- Content Production
- Campaign Management #1
- Content Distribution
- Content Evaluation
- Campaign Management #2

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 Google Ads or the Facebook Blueprint pathway. Decisions should be made based on the needs of the business. Both are designed to enhance expertise in using paid media to enhance your campaigns to reach a wider audience. This added training will then allow your apprentice to thrive in your company and provide you with a greater return on your investment.

Google Ads

Apprentices will explore the fundamentals of the Google Ads platform and how to create campaigns for both the Search and Display networks.

Facebook Blueprint

Apprentices will explore the fundamentals of the Facebook Ads platform and how to create campaigns for Facebook and Instagram campaigns.



“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

Advertising and Media Executive Level 3

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

Duration: 13 months plus End Point Assessment

The Advertising and Media Executive apprenticeship is designed for entry level employees in an advertising, marketing or communications role specialising in running advertising campaigns. This apprenticeship is aimed to upskill and enhance those involved across the whole advertising process – from receiving the brief from the marketing team, including objectives, budget and timescales, through to the measurement of how effective the advertisement has been.

Key learning outcomes include how to master:

- Explain the role creative and media plays for clients and the links to commercial objectives
- Describe the lifecycle of an advertising campaign
- Understand the importance of key legal, regulatory and ethical issues for advertising and media
- Understand the fundamentals of why brand building
- Understand how the effectiveness of a campaign is measured against client business objectives
- Utilise new media buying techniques, tools and trends
- Understand the foundation advertising landscape and how it is changing

The apprentice gains valuable practical skills in

During the apprenticeship, apprentices will learn how to identify key target audiences for an advertising campaign and target them effectively using the latest tools and technologies in contemporary advertising. They will learn how to manage advertising campaigns from conception to reporting using appropriate systems and technologies and create reports that demonstrate the impact of campaigns. They will be able to manage client and stakeholder relationships effectively to ensure campaigns meet commercial objectives. Finally, they will learn project management techniques to ensure timely and successful delivery of campaigns.

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.



0333 996 0165



Info@apprentify.com

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



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.

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



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



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Content Creator Level 3

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

Duration: 13 months plus End Point Assessment

This apprenticeship is designed for staff developing and creating written and audio visual content that can be used across a variety of platforms and media. This may include social media, broadcast or in print. Working to a brief, content creators research, prepare and develop messaging to maximise audience engagement. The main duties of a content creator are:

- Plan and develop creative content in line with the brief and budget/costs.
- Interpret the strategy and objectives of the brand and align these to the content.
- Research, prepare and develop the media messaging to maximise audience engagement.
- Develop and create written content that can be used across a variety of media.
- Create visual and audio content that can be used across a variety of media.
- Store content securely and methodically to enable efficient access and retrieval.
- Collaborate with colleagues and clients to plan and align content delivery with business objectives.
- Manage content online using appropriate tools and techniques.
- Evaluate the effectiveness of the content produced against the original plan and recommend improvements.

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

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

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“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

Talent Recruitment.

Apprentify sources remarkable 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 to recruit for you, you will gain access to a talent pool that's brimming with hungry, passionate and intelligent apprentices. 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 Skill Scan conducted by a Digital 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 off the job learning
- Understanding of the expectations, time and commitment involved.

Assessment

Our virtual online assessment is completed to further understand the applicant's skills and knowledge and it incorporates the following key elements:

- Digital and Technical Skill Scan where candidates have the opportunity to score themselves on their current skills and knowledge
- Mock Interviews
- Practical Task to determine knowledge and understanding relating to the specific apprenticeship.
- BKSB initial assessment to understand current Maths and English ability to ensure candidates are working to the required level.
- A development coach performs a final interview to review scoring matrix of the assessment session and provide personalised feedback.

At Apprentify we are committed to comprehensive recruitment. It is important to us that every company is matched with a candidate aligned to their core values and business.

Our Trusted Clients



OLIVER BONAS



Next Steps
Get in touch today on

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