

IT and Digital **Apprenticeships**

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About us



At the Growth Company Education and Skills, we understand that training and skills are essential for your business to innovate and thrive. That is why we are passionate about delivering high-quality services which not only meet the needs of your business, but the needs of your employees and customers.

Proud to be part of the Growth Company

As part of a not-for-profit organisation that delivers £60m of skills, employment and recruitment services, we're in a great position to put the needs of your business first. Any money that we make is reinvested into helping people achieve their goals.

Why choose us



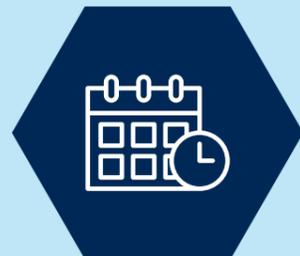
Good

We are rated by Ofsted as 'Good'



Industry experienced tutors

All our Tutors and Skills Development Coaches are highly qualified and experienced



We have over 30 years' experience

Supporting businesses and individuals to thrive and grow



Dedicated account management service

Our experts will work with you to develop training plans to meet your business objectives



Rated

We are one of the top 50 training providers on Rate my Apprenticeship

What is an Apprenticeship?



What exactly is an apprenticeship?

An apprenticeship is a real job within a company. On average, an apprenticeship will take up to 18 months, but may be longer for more advanced programmes. The apprentice will work as part of a team and will report to a supervisor or manager.

Apprentices learn through a combination of on and off-the-job training. This hands-on approach to learning means they gain valuable industry experience.

When you recruit an apprentice, it is a commitment from both the apprentice and you. You will need to support them every step of the way and work with your dedicated Skills Development Coach to ensure you are helping them to achieve.

Did you know that you can use apprenticeships to upskill and retrain your current employees? Apprenticeships will fill key skills gaps in your business, improve retention and boost the motivation of your workforce by investing in their development.

As an employer you will receive a dedicated Skills Development Coach who will guide you through the entire process. They will provide you with an apprenticeship delivery plan which will give you a step-by-step guide on what to expect along the way and all the support you may need.

SKILLS FOR GROWTH – SME SUPPORT

Skills for Growth – SME Support is a fully funded skills consultation service tailored to help upskill employees, improve productivity and drive business growth. Our team of expert skills consultants work at your pace to help you grow your business by identifying skills gaps, developing your talent and enhancing your team’s performance.

The programme is free to join, and businesses will receive:

- » Up to 26 weeks impartial guidance and support
- » Dedicated **Skills Coach** offering 1:1 consultation
- » Business-level **skills development plan** based on your growth goals and aspirations
- » Individual learning and development plans for any/all of your employees
- » Exclusive access to **GM Skills Map** course directory and Learning Management System, giving access to 2000+ training courses from 200+ providers
- » Access to hundreds of **free and part-funded** training courses covering a range of sectors and specialisms including digital, leadership, marketing, manufacturing and many more
- » Calendar of tailored expert-led **events and workshops**
- » **Health & Wellbeing Specialist** support for your business
- » **Apprenticeship Specialist** advice and guidance
- » Integrated support from **The Growth Company** where needed



Visit www.skillsforgrowthme.co.uk to find out more.

Delivered by GC Business Growth Hub and the Greater Manchester Chamber of Commerce, Skills for Growth – SME Support is commissioned by the Greater Manchester Combined Authority and funded by the European Social Fund.

APPRENTICESHIP SPECIALIST SUPPORT

Business owners can now access support from a dedicated Apprenticeship Specialist within the Skills for Growth – SME Support programme, to help maximise business growth opportunities and bring the best out of individual employees.

Our Apprenticeship Specialist offers:

- » 1:1 tailored support and impartial advice
- » Deep understanding of the Levy Matchmaking Service funding and eligibility
- » Assistance finding the right courses and training providers to suit your needs
- » Best practice sourcing and recruiting apprentices
- » Calendar of tailored workshops and events

Register your interest here.



SKILLS FOR GROWTH SME



Digital Marketer

Level 3

The primary role of a digital marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention.

The marketer will work to the marketing briefs and instructions. They will normally report to a digital marketing manager, a marketing manager or an IT manager.

Typical job roles include:

- Digital Marketing Assistant
- Digital Marketing Executive
- Marketing Coordinator
- Campaign Executive
- Social Media Executive
- Content Co-ordinator
- Email Marketing Assistant
- SEO Executive
- Analytics Executive
- Digital Marketing Technologist

What's involved with this apprenticeship standard?

The apprentices will be required to attend workshops over the period of their apprenticeship during which they will be able to interact with other learners taking this level 3 qualification and develop the knowledge required to support their end-point assessment. Typically, these workshops will take place as a two-hour session remotely.

The learner will be assigned a learning and development mentor who will work with them throughout the qualification to support/mentor/teach/advise and to ensure that they are learning and meeting the requirements of this standard.

Learners will develop knowledge, skills and behaviours that will need to be demonstrated:

- Marketing Principles
- Customer Life Cycle
- Social Media Strategy
- Security Level Skills/Legislation
- Analytical and Problem Solving
- Branding
- Digital Campaigns
- Digital Etiquette
- Logical and Creative Thinking Skills
- Effective Communication
- Basic Coding

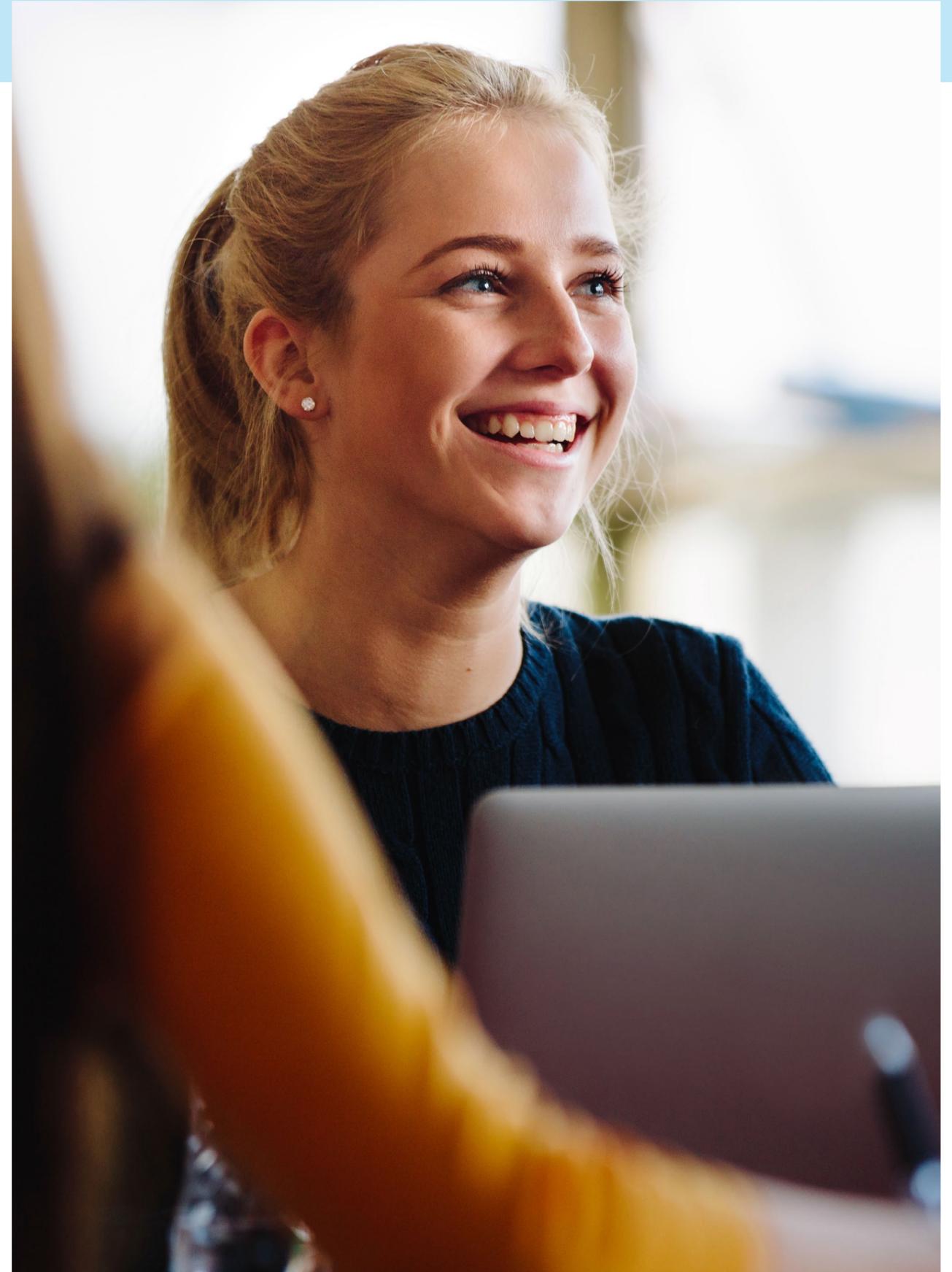
To successfully complete the Level 3 Digital Marketer Programme, your apprentice(s) will be assessed against whether they have developed the required technical knowledge and skills as specified by the Marketing apprenticeship standard over an 18-month period.

It's important that all work exposure:

- Allows the apprentice to develop the skills, knowledge and behaviours needed
- Provides enough time on the activity/area so that the apprentice can prove they are competent
- Forms part of an actual work project, is regular work, or comprises of real work activities that are not simulated

Apprentices must spend 20% of their contracted hours completing off-the-job training which works out around 1 day per working week.

Apply now: <https://gmskillsmap.co.uk/activities/view/468>



Junior Content Producer

Level 3

A Junior Content Producer Apprenticeship (also referred to as a creative content assistant) is responsible for developing and creating content that can be used across a variety of media including digital, social media, broadcast or in print. Working to the customer/client brief, they research, prepare, and develop the media messaging to maximise audience engagement, capturing the strategy and objectives of the brand and needs of the customer they are representing. The content they create can be used as part of media, advertising, and marketing campaigns; they must capture what is exciting about a campaign and design the elements that can be used across media platforms and channels.

Junior Content Producers collaborate with designers and developers, using authoring languages to create content for the world wide web, which may include video, images, text, (or “Copy”) and web pages and social media content.

Duration: 15 months

What’s involved with this apprenticeship standard?

The Apprentices will be required to attend workshops over the period of their apprenticeships during which they will be able to interact with other learners taking this level 3 qualification and develop the knowledge required to support their end point assessment, typically these workshops will take place as two-hour sessions remotely.

The learner will be assigned a learning and development mentor who will work with them throughout the qualification to support/mentor/teach and advise and to ensure that they are learning and meeting requirements of this standard

What the learners will study:

- Graphic Design
- Video Production
- Social Media Content Creation
- Search Engine Optimisation
- Web Development and Basic Coding
- Google Analytics
- Digital Google Garage

They will also develop knowledge, skills and behaviours that will need to be demonstrated:

- Marketing Principles
- Customer Life Cycle
- Logical & Creative Thinking Skills
- Content Creation & Evaluation
- Analytical and Problem Solving
- Security Levels Skills/Legislation

- Branding
- Content Planning
- Content Development
- Industry Awareness
- Digital Etiquette
- Effective Communication

To successfully complete the level 3 digital marketer programme, your apprentice(s) will be assessed against whether they have developed the required technical knowledge and skills as specified by the marketing apprenticeship standard.

The following checklist will help you to plan the different types of work exposure your apprentice will need to obtain to ensure they can enter end-point-assessment (epa) at the required level.

It’s important that all work exposure:

- Allows the apprentice to develop the skills, knowledge and behaviours needed
- Provides enough time on the activity/area so that the apprentice can prove they are competent
- Forms part of an actual work project, is regular work, or comprises of real work activities that are not simulated

Work exposure required

Skills

- Capturing images and audio to create content
- Demonstrating how to operate media content capture equipment in a studio and/or on location in preparation for editing
- Monitoring the technical quality to identify any problems during the capturing process



- Writing and editing copy for use in print and/or online
- Using industry tools and editing techniques to create a narrative
- Selecting footage for editing, identifying the reasons for choice
- Cutting material and integrating material from different sources
- Reviewing edited material to ensure appropriateness for the target audience, house style and platform

- Selecting clips and structuring audio in a way which tells a story clearly, accurately and fairly
- Selecting edit points which create a smooth transition in the material to achieve required effects
- Using sound effects and acoustic effects appropriately
- Using content management systems to manage media assets and store these correctly to include:
 - Labelling and storing materials
 - Accurately following organisational protocols
 - Demonstrating how to publish web pages using mark-up and style sheets
 - Demonstrating how to use search engine optimisation techniques

Knowledge

- Explaining the key stages in an end-to-end workflow process for developing creative media content
- Explaining how to ensure that content is accessible to all intended audiences
- Describing how to produce content that is focused on maximising engagement with intended audience
- Explaining how to write text for a non-linear medium
- Describing the regulatory and legal requirements when using media assets such as copyright, intellectual property
- Rights, web accessibility etc.

Behaviours

- An ability to work effectively both individually and collaboratively as part of a team
- Recognition and compliance with equality and diversity in the workplace
- Following health and safety procedures in the workplace

Apprentices must spend 20% of their contracted hours completing off-the-job training which works out around 1 day per working week.

Apply now: <https://www.gmskillsmap.co.uk/activities/view/2226>

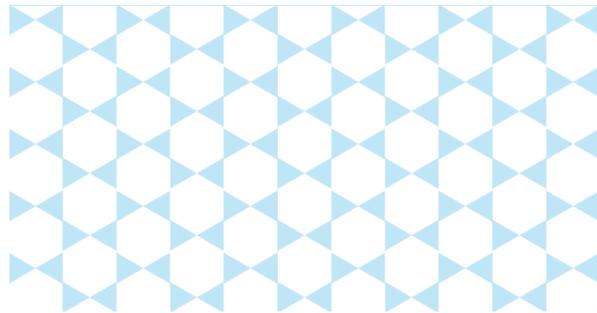
Information Communications Technician

Level 3

This is the natural evolution of the previous Infrastructure Technician role and covers all the same material and more. The older IT course has levelled up! The primary role of an ICT Technician is to provide a wide range of services to support, fix and maintain the computing hardware, telecoms and software of an organisations computer systems. The technician will report to a more senior member of the ICT team who will guide and provide work as appropriate based on skills and current knowledge.

Typical responsibilities include:

- Approaches to back up and storage solutions
- Basic elements of technical documentation and its interpretation
- Principles of root cause problem solving using fault diagnostics for troubleshooting
- Principles of basic network addressing, for example binary
- Awareness of the principles of cloud and cloud-based services
- Fundamental principles of virtual networks and components



- Principles of cultural awareness and how diversity impacts on the delivery of support tasks
- Methods of communication including level of technical terminology to use for technical and non-technical stakeholders
- Different types of maintenance and preventative measures to reduce the incidence of faults
- Key principles of Security, including the role of People, Product and Process in secure systems, for example access and encryption requirements
- Fundamentals of physical networks and components
- A basic awareness of the legislation in relation to the disposal of waste materials for example Waste Electronic and Electrical regulations

What's involved with this apprenticeship standard?

The apprentices will be required to attend workshops throughout their apprenticeship. As a result, they will be able to interact with other learners taking this level 3 qualification and develop the knowledge required to support their end-point assessment. Typically, these workshops will take place as a two-hour session remotely.

The learner will be assigned a learning and development mentor who will work with them throughout the qualification to support/mentor/teach/advise and ensure that they are learning and meeting the requirements of this standard.

Learners will develop knowledge, skills and behaviours that will need to be demonstrated:

- Principles of Technical Support
- Upgrades and/or New Systems Roll Out
- Resolving Technical Issues
- Security Access Requirements and Permissions
- Logical and Creative
- Networking and Security Fundamentals
- DevOp Approaches
- Virtual Networks Management

To successfully complete the Level 3 programme, your apprentice(s) will be assessed against whether they have developed the required technical knowledge and skills as specified by the apprenticeship standard over an 18-month period.

Apprentices must spend 20% of their contracted hours completing off-the-job training which works out around 1 day per working week.

Apply now: <https://www.gmskillsmap.co.uk/activities/view/2227>

Digital Support Technician

Level 3

The Digital Support Technician will gain a good understanding of a wide range of digital technologies and be able to share best working practices as well as implement new technologies. A Digital Support Technician can work in large and small organisations in all sectors, and within public, private and voluntary organisations. Organisations of all types are increasingly applying digital technologies across all their business functions to maximise productivity. The demand for people who can support and implement these digital operations and digital transformation projects is increasing as technologies change and organisations strive to keep up.



Options for the apprenticeship include:

Option 1: A Digital Service Technician supports the external customers and clients of their organisation through a wide variety of digital channels, to help them access and receive services, to coach and support them in their use of the digital systems; to support them to complete and submit information remotely and to diagnose and resolve their problems in relation to their access to and use of the digital technologies.

Option 2: A Digital Applications Technician helps their organisation and its internal users to maximise the use of digital technologies. Adapt to and exploit changes in technology to meet organisation objectives and maximise productivity to ensure effective use of digital office technologies, productivity software, digital communications, including collaborative technologies, and digital information systems to achieve objectives.

What's involved with this apprenticeship standard?

The apprentices will be required to attend workshops over the period of their apprenticeship during which they will be able to interact with other learners taking this level 3 qualification and develop the knowledge required to support their endpoint assessment. Typically, these workshops will take place as a two-hour session remotely.

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The learner will be assigned a learning and development mentor who will work with them throughout the qualification to support/mentor/teach/advise and to ensure that they are learning and meeting the requirements of this standard.

Learners will develop knowledge, skills and behaviours that will need to be demonstrated:

- Monitor and operate complex digital information and intelligence systems
- Respond to user enquiries
- Maintain data, digital resources and data systems
- Communicate effectively through digital channels
- Learn through digital resources
- Work as a member of a team
- Maintain an awareness of current, emerging and fringe digital technologies

To successfully complete the Level 3 programme, your apprentice(s) will be assessed against whether they have developed the required technical knowledge and skills as specified by the apprenticeship standard over an 18-month period.

It's important that all work exposure:

- Allows the apprentice to develop the skills, knowledge and behaviours needed
- Provides enough time on the activity/area so that the apprentice can prove they are competent
- Forms part of an actual work project, is regular work, or comprises of real work activities that are not simulated

Apprentices must spend 20% of their contracted hours completing off-the-job training which works out around 1 day per working week.

CIM Marketing Executive

Level 4

A marketing executive will help shape, support, and deliver marketing plans, working in conjunction with the marketing manager who will define the overall marketing strategy. A highly audience-focused role which requires creativity, communication and project management skills - these individuals are responsible for planning and executing tactical and targeted marketing activity.

Duration: 18 months + Gateway

Typical responsibilities include:

- Managing and maintaining key marketing channels.
- Planning and delivering tactical integrated marketing campaigns
- Managing the production and distribution of marketing materials
- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers (incl. agencies) and partner organisations
- Collecting and analysing research information to understand target audience behaviour and views across the market in general and the marketing mix
- Assisting in the achievement of brand positioning to agreed guidelines
- Organising and attending events such as conferences, seminars, receptions and exhibitions.



What's involved with this apprenticeship standard?

The apprentices will be required to attend workshops over the period of their apprenticeships during which they will be able to interact with other learners taking this level 4 CIM qualification and develop the knowledge required to support their end-point assessment, typically these workshops will take place as two-hour sessions remotely.

Apply now: <https://gmskillsmap.co.uk/activities/view/469>

The learner will be assigned a learning and development mentor who will work with them throughout the qualification to support/mentor/teach and advise and to ensure that they are learning and meeting the requirements of this standard.

Learners will develop knowledge, skills and behaviours that will need to be demonstrated:

- Marketing Concepts & Theories
- Business understanding and Commercial
- Market Research
- Service Delivery
- Awareness
- Products and Channels
- Interpersonal and Communications Skills
- Evaluation and Analysis
- Systems and Processes
- Budget Management

To successfully complete the Level 4 CIM Marketing Executive programme, your apprentice(s) will be assessed against whether they have developed the required technical knowledge and skills as specified by the Marketing apprenticeship standard.

It's important that all work exposure:

- Allows the apprentice to develop the skills, knowledge and behaviours needed
- Provides enough time on the activity/area so that the apprentice can prove they are competent
- Forms part of an actual work project, is regular work, or comprises of real work activities that are not simulated

Apprentices must spend 20% of their contracted hours completing off-the-job training which works out around 1 day per working week.

Apprenticeship Levy



You can get help from the government to pay for apprenticeship training

Levy-Paying Employer

If you are an employer with a pay bill of more than **£3 million**, you're required to pay the apprenticeship levy. You can manage funds using the apprenticeship service and spend it on training and assessing your apprentices.

The government will apply a **10%** top up to the funds you have in your account.

If you don't have enough funds, you just pay **5%** of the outstanding balance and the government will pay the rest. This is up to the funding band maximum allocated to each specific apprenticeship.

If you exceed the funding band maximum, you'll need to pay all the additional costs.

The amount you get depends on whether you pay the apprenticeship levy or not. You pay the levy if you're an employer with a pay bill over **£3 million** each year.

Non-Levy-Paying Employer

If you are an employer that doesn't pay the apprenticeship levy, you pay just **5%** towards the cost of training and assessing an apprentice.

The government will pay the rest up to the funding band maximum.

You'll pay the training provider directly and agree on a payment schedule.

If you employ fewer than 50 employees, the government will pay 100% of the apprenticeship training costs up to the funding band maximum for apprentices who meet the following criteria:

- Aged 16 to 18
- Aged 19 to 24 with an education, health and care plan provided by their local authority or has been in the care of their local authority

If you exceed the funding band maximum, you'll need to pay all the additional costs.



Get in Touch...

E. Recruitment@gceducationandskills.ac.uk

T. 0161 233 2656

W. gceducationandskills.ac.uk



Get in Touch with Skills for Growth - SME Support...

E. enquiries@skillsforgrowthsme.co.uk

T. 0161 237 4444

W. www.skillsforgrowthsme.co.uk | www.gmskillsmap.co.uk