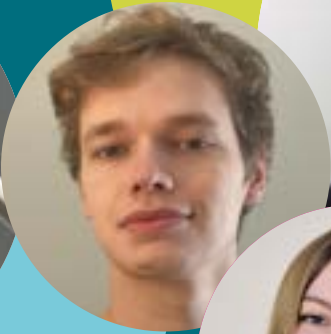




DIGITAL MARKETING ACADEMY



Digital marketing all-rounders to help your business thrive

We know ambitious organisations are looking for all-round marketing talent that doesn't break the bank. The problem is, expertise can be costly, while young talent can need support.

We believe growing your marketing team shouldn't feel like a trade-off. That's why we developed the Digital Marketing Academy, a 15-month training and coaching programme for exceptional talent looking to upskill or get their start in a fantastic new career.

7

GROUPS PER YEAR

£550

UPFRONT FEE

“

The Academy provided the right platform to be able to recruit somebody at a level to learn and grow with us and at a salary we could afford.

Nick Pearce
Alexander Daniels Global







A unique approach

We understand the concerns businesses have about entry-level talent, which is why we do things differently. The Academy is delivered by practising marketing consultants to support your team every step of the way. And it works. We trained the BCS Digital Marketer Apprentice of the Year - and the runner-up.

18+

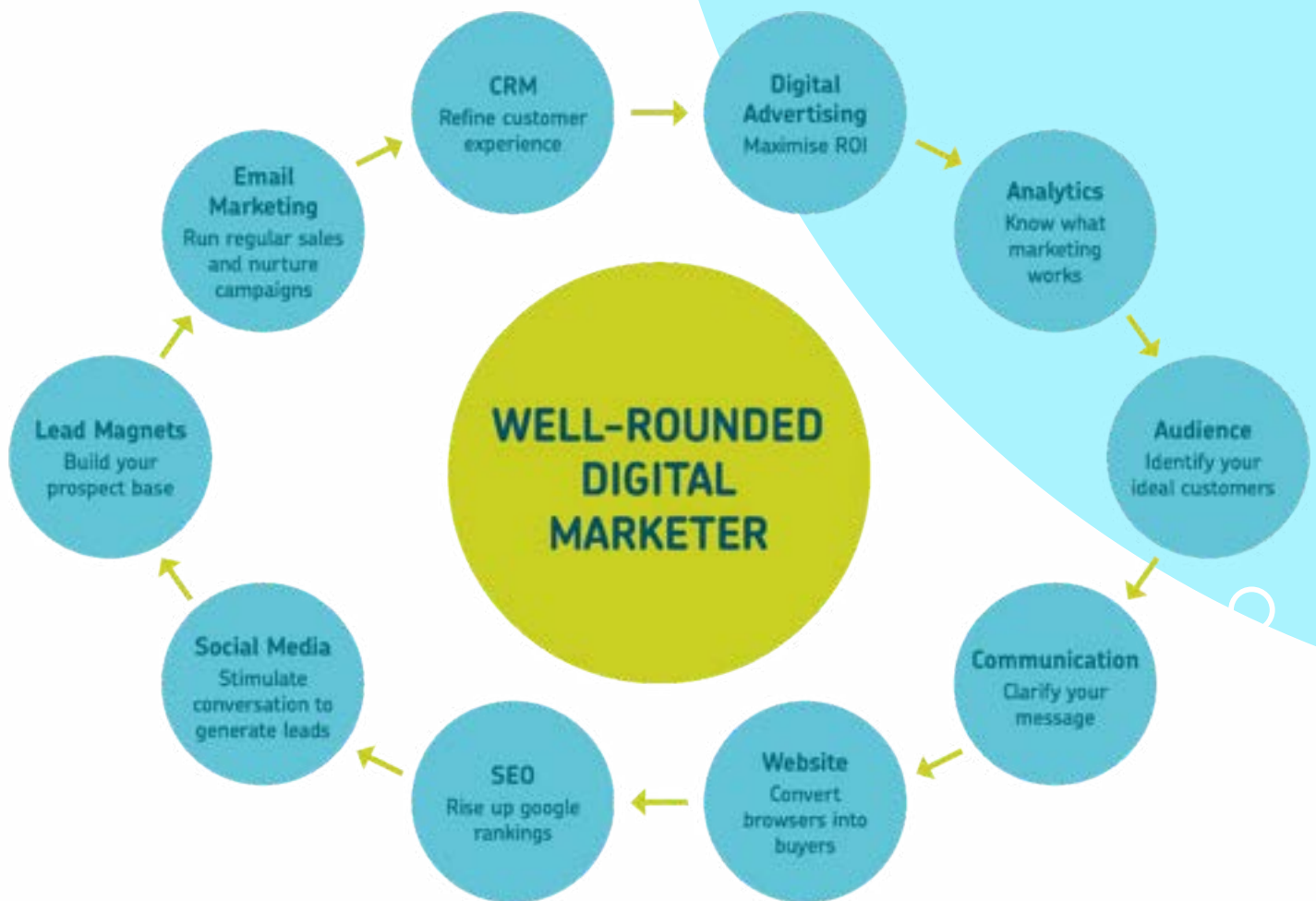
NO AGE LIMIT

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INSIDE OUR ACADEMY

A full-service apprenticeship programme designed to maximise business results.
The programme is based on 10 Key modules delivered by practising marketing consultants.

- ✓ Live Masterclasses & Surgeries
- ✓ Regular 1:1 marketing coaching
- ✓ Best-selling Storybrand methodology
- ✓ Monthly Managers' ROI Sessions
- ✓ Weekly expert Q&As
- ✓ Peer-to-peer learning



A whole-company process to create consistent routes to the right customers



Marketing gap analysis in the context of your business strategy



Detailed action plan looking at immediate and long-term focus areas



All coursework is focused on your organisation. Apply practical knowhow from day one



Clear measurement so you can assess what's working, and what's not




Delivered by practising marketing consultants and supported by expert Q&A webinars, 1:1 mentoring and peer learning group

OUR TRAINERS & COACHES

Subject experts provide live training, allowing apprentices to ask questions and receive valuable feedback on their work. You can meet each consultant before their module for the maximum benefit.



Bob Caren 


Bob is our Head Trainer and has 25 years experience as a communications consultant. His clients include big brands like AstraZeneca and Next, as well as SMEs and charities.



Julie Firth 

Julie is a StoryBrand-certified guide and co-owner of STORY22, a full-service marketing agency. Julie is a content expert and delivers our modules on lead generation and email marketing.



Jules Fernandes 

Jules founded Shine agency after 15+ years at Visa in senior marketing roles. As a Storybrand-certified guide, Jules helps businesses develop clear brand messaging to engage all stakeholders.



Sonya Whittam 


Sonya has a passion for well-built websites and SEO that delivers tangible results. She delivers hands-on modules on both, informed by her work as a consultant and co-founder of STORY22.



Sarah Campodonic 

Sarah has 20 years' marketing experience, including senior positions with insurers including Confused.com. Now a consultant, Sarah leads on data and analytics modules.



Sam Robinson 

Sam has over 14 years experience working with organisations of all sizes including Andrex and Monarch Airlines. He now runs his own agency, Whole of the Moon Marketing.



Ashlie Bishop 

Social media specialist Ashlie began her career at Hewlett-Packard and has since worked on both the agency and client side for the likes of Carat, K2L and The Co-op.

- ✓ 10+ years experience
- ✓ Practising consultant
- ✓ Keen to bring on the next generation

OUR RECRUITMENT PROCESS

Hire the right talent ready to grow with your business. Our recruitment team specialises in finding young people passionate about launching their marketing career.

When hiring entry-level talent it's important to get to know candidates beyond their CV:

- We collect a detailed person specification to identify your needs and cultural fit
- Our recruiters actively promote and pursue ideal candidates
- The shortlist responds to a bespoke marketing brief to demonstrate their potential
- Join a half-day assessment centre to see the final four candidates in action



The team made me feel so comfortable. I was able to express myself well and think clearly, which helped me come across in the best possible way

Kim Slater
Media and communications executive



The recruitment process was very robust. I've worked in big corporates for many years and compared to many recruitment campaigns I've seen there, it was impressive and thorough.

Steve Milton
CEO, West London Homes

24

Average age

15%

Recruitment fee
c. £2400

40%

of our apprentices
are graduates

Our Recruitment Guarantee No hire, no fee. An apprentice is like any employee with no additional obligations

FAQ

WHO IS ELIGIBLE?

Most! Apprenticeships are open to any PAYE employee. There is no upper age limit and actually many people use apprenticeships to upskill in their current role.

Your business must be registered in England, and the employee must spend 3+ days per week on marketing in order for your business to benefit from the programme.

WHAT ABOUT RED TAPE?

Government funding does mean red tape – but we will walk you through the process via a video call and then ask you to sign documents digitally. We require about 2 hours of time from the manager and about 5 hours for the apprentice.

WHAT HAPPENS IF IT DOES NOT WORK OUT?

If you recruit an apprentice they are considered exactly the same as any other employee; you're not beholden to them for the 15 months if it does not work out.

CAN AN APPRENTICE WORK REMOTELY?

Yes. Around a third of the apprentices we support are fully remote with the other two-thirds all doing some sort of hybrid working. Our main advice is that:

- Remote working is done intentionally, not leaving it to chance that the apprentice feels part of the team
- The apprentice lives within an hour's travel of their manager so they can get together to build personal and professional bonds over a coffee, a walk or in a hot-desking environment.

I'M NOT A MARKETING EXPERT, HOW WILL WE MANAGE AN APPRENTICE?

All our training and coaching is delivered live by experienced marketers. Each module includes a Masterclass followed by a Business Task closing with a Surgery where subject experts review your apprentice's work. Additionally, monthly 1:1 sessions with a marketing coach ensure your apprentice's work is delivering results aligned with business goals.

HOW MUCH TIME WILL THE APPRENTICE BE OUT OF THE BUSINESS?

Our delivery method means all training is directly focused on applying learning from each module your business – no case studies.

Our live Masterclasses and Surgeries run one day per month. Apprentices also attend one-hour weekly Q&A webinars, a 1:1 monthly meeting with their marketing coach and prep sessions for assessment.

WHAT DOES IT COST?

We've mapped the Academy to a Level 3 Digital Marketing Apprenticeship. This means the government contributes £10,450 (95%) while you pay £550 (5%) as a one-off fee.

Our ROI package is £178 per month for the 15 months of the apprenticeship. This includes regular additional training and support for both the apprentice and their manager to make sure the business gets the most from the programme.

There are also savings. You do not pay Employer's NIC for an employee aged under 25 who is enrolled in an apprenticeship, a saving of c. £1,600pa.



The course has given me the confidence to do things I never thought I would be able to do: from market research to onboarding packs for new clients, and now data analysis of our online engagement.

Sophie Pontopiddan
Digital Marketing Executive
Alexander Daniels Global





Book a free 20-minute consultation

Talk to James Lott, founder & MD.



[Click here to schedule a Zoom call](#)



Apprenticeships are an incredible way to inject new thinking. We now have analytics on which we can rely to know what went well and what didn't - and adapt accordingly. It's been a cracking nine months!

Lynn Blackmore-Heal, head of customer success, Evorio



0117 304 8000



workingknowledge.org.uk



ask@workingknowledge.org.uk

2023 cohorts

- May
- June
- July
- September
- October
- November

