



DIGITAL MARKETING ACADEMY



OUR DIGITAL MARKETING ACADEMY

Commercial-quality training and coaching delivered over 15 months that develops your in-house 'marketing doer'. We've curated a programme based on top content from *Building a Storybrand* to HubSpot Academy and bespoke modules specifically designed to build your in-house marketing function. And because it's mapped to the Level 3 Digital Marketing Apprenticeship, it's practical, relevant and 95% government-funded.

-  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 assignments are focused on your organisation (no case studies!) so they will be applying 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 their peer learning group

COURSE OVERVIEW

The thinking tools to make confident marketing decisions, then develop, implement and measure your digital marketing plan.



A LEARNING COMMUNITY

We believe in the power of peer-to-peer learning. Many of our apprentices are the only marketer in their business, but by learning as a group, they have instant access to a network of fellow marketers to bounce ideas off. Our online community hub connects all apprentices, managers, coaches and trainers across the cohorts to enable questions and sharing of ideas, recommendations, best practice and tips.



“We’re a busy small team, and I’m not an expert in marketing – so I was worried about how I’d manage and develop someone. But with the programme, they have a mentor who provides that learning and development support as an expert alongside the work they’re doing at the Academy

Nick Pearce
CEO, Alexander Daniels Global

MEET THE TRAINERS



Bob Caren 
Bob is our certified Business Made Simple Coach & Trainer. His communication consultancy has run for 25 years with clients including AstraZeneca, Next and Associated British Foods.



Clare Yau 
Clare is a marketing consultant and qualified coach with almost two decades of strategic and digital marketing experience in B2B and B2C environments.



Sarah Campodonic 
Sarah has 20 years' marketing experience, including senior positions with major insurers including Confused.com. Now a consultant, Sarah works on both the agency and client side with big and small brands.



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.

MEET OUR APPRENTICES

We believe in the energy and enthusiasm of young talent to supercharge scale-up business.

Our apprentices have a variety of backgrounds and experiences, but all are looking to launch their career in digital marketing. They may already have some skills in graphic design, social media or they may be really passionate about your field. Our programme adds practical digital marketing know-how so your business can benefit from all that energy and talent from day one.



“
After just three months I can already see my progression. I’m applying my new-found knowledge to create better thought out marketing strategies and campaigns.

Arran Simpson, Henchman

“
One of the misconceptions about an apprenticeship is that...they are not as valuable as a degree. The skills I have learned throughout the apprenticeship are just as important as the skills I picked up during my degree.

Theo Tay-Lodge, Barbal



“
One of the things that makes this apprenticeship so special is the other marketers on the programme - I’ve really got a support network where we all learn so much from each other.

Kirstie Reid, Expression for Growth



WHO CAN BE AN APPRENTICE?

- ✓ PAYE employee or new recruit
- ✓ must be over 16 years, no upper age limit
- ✓ GCSE Grade C or above in English & Maths, or equivalent
- ✓ minimum three days per week



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It’s brilliant to be able to put the marketing methodology into practise and see it come to life.

Hope
Frank Water

NEED TO RECRUIT?

An apprenticeship allows small businesses to bring the energy and innovation of young talent into the team in a structured and supported way. We specialise in finding candidates that will grow and thrive with your business.

- 15 years' experience in spotting young talent and finding the right match
- Outstanding assessment days akin to big graduate recruiters to put candidates through their paces
- Coaching and mentoring applicants to give their very best
- If we don't find your ideal match — no fee



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

DRIVEN BY A SOCIAL MISSION

Our mission is to launch young people into fantastic careers so, unlike a standard recruitment agency, we mentor and support candidates to give them the best chance of success.

RIGOROUS SEARCHING AND SIFTING

We typically make contact with 100 candidates for each role. After a thorough sifting, we'll find you around 12 people who complete bespoke assignments based on your specific requirements.

MORE THAN JUST AN INTERVIEW PROCESS

Our assessment days are something we are really proud of. Candidates get to develop valuable early employability skills that, even if they are unsuccessful in their selection, they can take with them to their next interview.

CVS ARE NOT ENOUGH

Our process is designed to help candidates to show off their skills in real-world scenarios. You get to see how they approach tasks, work in a team and respond to challenges.



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, 29, media and communications executive



More FAQs at 

FAQ

WHAT CAN I EXPECT MY APPRENTICE TO DO EACH MONTH?

In most small businesses, employees are required to pick up tasks outside their core role. It's no different for your apprentice. As long as 51% of their time is on Digital Marketing they can support other areas of your business. In fact we usually encourage this because it builds a better understanding of the business, which results in better digital marketing.

WHAT ABOUT RED TAPE?

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

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

The government stipulation is that 20% of an apprentice's time should be focussed on the apprenticeship; termed 'off-the-job training'. That's equivalent to one day a week within work hours. But in reality, what does that mean?

Our delivery method means the apprentice is only out of the business one day per month for their Masterclass. Apprentices also attend weekly webinars and a 1:1 monthly meeting with their marketing coach which totals another day per month. The remainder of their apprenticeship time will be working on assignments that are all real marketing tasks, providing real results for your business. We do not do case studies!

WHAT HAPPENS IF IT DOES NOT WORK OUT?

An apprentice should be treated in exactly the same way as any employee; you're not beholden to them for the 15 months if it does not work out.

However, the monthly coaching meeting means issues are spotted quickly and often resolved rapidly. If it does not work out, then there is a clear evidence trail of why not.

I HAVE AN EMPLOYEE ON A FULL-TIME CONTRACT, WILL THEY HAVE TO DROP THEIR SALARY TO JOIN?

This is a common misconception – you can pay an apprentice any amount above the age-related apprentice living wage. So with an existing employee, you should not change their salary at all – unless it is a promotion!

The only person that needs to know your employee is now an apprentice is HMRC; if they are under 25y you don't have to pay their Employers' NIC.

Actually, few of our apprentices are known as apprentices, their titles include Digital Marketing Executive, Marketing & Communications Executive, and Business Engagement Manager.

We're based in the South West but we're proud to work with businesses nationwide




The course has already given me the confidence to do things I never thought I would be able to do: from starting market research to onboarding packs for new clients, and now data analysis of our online engagement. All in just four months, it's no time at all.

Sophie Pontopiddan
Digital Marketing Executive,
Alexander Daniels Global





For more information

Call 0117 304 8000
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Visit www.workingknowledge.org.uk

