



**Our Apprenticeship and Training Offer**

**Our Approach**

Apprenticeships with Creative Alliance combine work based learning with online and classroom learning to give your team the knowledge and experience to build their skills whether you are recruiting new staff or upskilling current members of staff.

Creative Alliance believes our role is to work with an employer to develop independent, responsible and accountable young professionals ready to enter into a very demanding and competitive industry.

**Off the Job Training**

Apprentices need to complete 20% of their total working hours for “off-the-job” learning.

This is defined as “learning which is undertaken outside of the normal day-to-day working environment” and leads towards the achievement of an apprenticeship.

We have developed training plans using a blended earning approach combining online learning with face-to-face learning, and seminars.

This can include the following:

- The teaching of theory (for example, seminars, role playing, simulation exercises, online learning)
- Practical training
- Time spent writing assessments and assignments
- Learning support
- Shadowing and mentoring
- Industry visits and attendance at skills competitions
- Working in other departments.

- OUR TRAINING**
- ➔ Blended learning approach
  - ➔ Seminars and online learning
  - ➔ Training in customer service
  - ➔ Industry expert trainer and assessor
  - ➔ Industry standard qualifications

Group	Programme	Level
Creative and Digital Media	Creative and Digital Media	3
	Broadcast Production Assistant	3
	Junior Content Producer	3
Digital Marketing	Social Media & Digital Marketing	4
	Digital Marketer	3
Events and Promotion	Events Assistant	3

“Don’t worry about the skills, these can be taught. What we want are people with the right attitude and approach.”

**Job roles covered by this framework**

Digital marketing (ad/campaign)/manager Digital marketing analyst/ Ecommerce marketing manager/ Search marketing manager/executive Social media marketing manager/ Acquisition manager/CRM manager/ Email campaign manager/ Digital fundraising campaign manager/ Mobile marketing manager/Web designer/Web product manager/ Web analyst.



**Work based learning**

Over 90% of the employers we work with tell us they want their apprentice with them for as much of the time as possible.

**Existing staff could:**

- Accredit knowledge and skills for a job they do but for which they have no formal qualification. If there is a substantial difference in the job an employee does and the qualifications, they previously obtained then it’s possible for people with degrees to undertake vocational qualifications paid for by the levy.
- Gain a higher-level qualification than the level of qualification that they already have.
- Study for a qualification in a new area of the business requiring new knowledge and skills that the organisation wants them to move into.

Creative Alliance is highly experienced in creating market ready young professionals by providing apprenticeships, training opportunities & careers education with employers. **Companies we are already working with:**



Right Talent; Right Workplace;  
**BRIGHT FUTURE**

[www.creativealliance.org.uk](http://www.creativealliance.org.uk)