achieve
training

EAT.
SLEEP.
CODE.
REPEAT.

ENROL NOW FOR
JANUARY 2022

A GUIDE TO
DIGITAL APPRENTICESHIPS

INCLUDING
> DIGITAL MARKETER
> DATA TECHNICIAN
> SOFTWARE DEVELOPMENT TECHNICIAN

GROW WITH DIGITAL

EXPERT TUITION & OUTSTANDING SUPPORT TO ENHANCE YOUR BUSINESS WITH THE LATEST DIGITAL APPRENTICESHIPS.

GROW GREAT PEOPLE

Our team guide you through how to get the training your business needs, providing advice on qualifications, financial support, additional funding, work experience and how to coach and support your apprentices.

Ofsted
Good Provider

TRAINING YOU CAN TRUST

Our knowledge can support you with getting the most out of your training funding. All of this means you can continue to focus on your core business, knowing that your training management is under control.

By partnering with us, you are working with a provider formally recognised and listed on the RoTAP (Register of Apprenticeship Training Providers) by the Education & Skills Funding Agency.

RATED
★★★★★
EXCELLENT
BY EMPLOYERS ON THE
APPRENTICESHIP SERVICE WEBSITE

REGISTER YOUR INTEREST

REQUEST A CALL BACK FROM OUR FRIENDLY TEAM

ACHIEVETRAINING.ORG.UK/EMPLOYERS

ENROL NOW FOR
JANUARY 2022

LEVEL 3
DIGITAL MARKETER

DURATION
18 months duration
+ 3 months EPA

TRAINING METHOD
Online

ELIGIBILITY
Learner must hold
Functional Skills Maths
and English at Level 2

Digital Marketing is an in-demand skill for many organisations. This Apprenticeship will launch your career into this dynamic area of work.

The aim of this Apprenticeship is to provide learners with the knowledge to become a digital marketer learning the principles of coding, marketing, customer lifecycle, CRMs, digital campaigns and social media strategies.

Typical job roles: Digital Marketing Assistant, Digital Marketing Executive, Digital Marketing Co-ordinator, Social Media Executive, SEO Executive

END POINT ASSESSMENT

This assessment is made up of a portfolio of evidence from real work projects, an employer reference and a learner interview. Successful apprentices will be awarded a pass, merit or distinction.

CORE KNOWLEDGE

- Coding principles
- Basic marketing principles
- Customer lifecycle
- Customer relationship marketing
- Digital marketing campaigns
- Digital and Social Media Strategies
- Search marketing & SEO
- E-mail marketing
- Web analytics and metrics
- Digital and social media platforms
- Business environment and issues
- Digital etiquette
- Platform integration
- Digital security

INVESTMENT

Maximum of £11,000 for Levy-paying organisations
Maximum of £550 for non-Levy paying organisations

PROGRESSION OPPORTUNITIES

At the end of this apprenticeship learners would have a broad skillset meaning they could progress into a digital marketing specialism such as SEO executive, PPC executive, Content co-ordinator and Marketing executive or enhance their existing role with additional knowledge.

REGISTER YOUR INTEREST
REQUEST A CALL BACK FROM OUR FRIENDLY TEAM
ACHIEVETRAINING.ORG.UK/EMPLOYERS

ENROL NOW FOR
JANUARY 2022

Part of **we are aspire**

LEVEL 3
DATA TECHNICIAN

DURATION
24 months duration
+ 3 months EPA

TRAINING METHOD
Online

ELIGIBILITY
5 GCSEs inc English, Maths and a Science or Technology subject

As organisations becomre more digitally enabled, a Data Technician will source, format, analyse and present valuable insights, ensuring they work ethically and securely with a wide range of stakeholders.

The aim of this Apprenticeship provides learners with the skills and knowledge to understand their business and its data, and to effectively communicate and present data insights.

Typical job roles: Data Technician, Data Support Analyst, Junior Data Analyst

CORE KNOWLEDGE

- The Importance and Value of Data
- Data Types
- Data Architecture
- Data Structures and Algorithms
- Sourcing, Extracting and Preparing Data
- Communication Methods
- Creating Reports
- Analytical Insights
- Performing Deeper Analysis
- Introduction to business partnering
- Commercial fundamentals

INVESTMENT

Maximum of £12,000 for Levy-paying organisations
Maximum of £600 for non-Levy paying organisations

END POINT ASSESSMENT

This assessment is made up of a work-based portfolio of evidence, a professional discussion and two scenario-based demonstrations. Successful apprentices will be awarded a pass, merit or distinction.

PROGRESSION OPPORTUNITIES

At the end of this apprenticeship learners would have a broad skillset to progress into roles such as Junior Analyst, Data Technician and Support Analyst.

REGISTER YOUR INTEREST
REQUEST A CALL BACK FROM OUR FRIENDLY TEAM
ACHIEVETRAINING.ORG.UK/EMPLOYERS

ENROL NOW FOR
JANUARY 2022

LEVEL 3
SOFTWARE DEVELOPMENT TECHNICIAN

DURATION
18 months duration
+ 3 months EPA

TRAINING METHOD
Online

ELIGIBILITY
5 GCSEs inc English, Maths and a Science or Technology subject

A Software Development Technician is an excellent role for anyone starting out as a software developer.

By the end of this Level 3 apprenticeship programme, you'll be a confident coder with the ability to solve programming problems, develop user interfaces, and write substantial pieces of code for software projects.

Typical job roles: Software Development Technician, Junior Web Developer, Junior Software Developer.

END POINT ASSESSMENT

This assessment is made up of a portfolio of evidence from real work projects, an assessor interview and a project. Successful apprentices will be awarded a pass, merit or distinction.

CORE KNOWLEDGE

- Introduction to Software Development & C#
- Software Development Context and Methodologies
- User Interface Design and Development
- Introduction to Programming Using Java
- Software lifecycle
- Unit testing
- Databases and Security

INVESTMENT

Maximum of £15,000 for Levy-paying organisations
Maximum of £750 for non-Levy paying organisations

PROGRESSION OPPORTUNITIES

The Software Development Technician apprenticeship gives you the skills and experience to work in a range of roles, including Junior Developer, Junior Web Developer, Junior Application Developer, Junior Mobile App Developer, Junior Games Developer, and Junior Software Developer.

REGISTER YOUR INTEREST
REQUEST A CALL BACK FROM OUR FRIENDLY TEAM
ACHIEVETRAINING.ORG.UK/EMPLOYERS

ENROL NOW FOR JANUARY 2022

READY TO GROW
YOUR BUSINESS?

SPEAK TO A MEMBER OF THE TEAM

Contact us online
achievetraining.org.uk/employers

Call us on **01782 279121**
or visit our website to **Live Chat**

Head office

Achieve Training, Canavan Centre, Atlas Works,
College Road, Stoke-on-Trent, Staffordshire, ST1 4DQ

Follow us
@AchieveStaffs

achievetraining.org.uk

Social Enterprise UK Certified Member | Apprenticeships | Education & Skills Funding Agency | Ofsted Good Provider | aat Approved | Cyber Essentials | matrix