

Social Digital Apprenticeship Models - potential job roles

Digital Marketing Agency

The apprentice would fulfil support the Digital Marketing Agency with the running of clients' Social Media Account and online presence/profile.

Support for Existing Marketing Function

The apprentice would fulfil a role supporting an employers existing marketing function with the design, implementation and monitoring of the companies Social Media Accounts and Online Presence.

50-50 Job Share

50% of the time the apprentice would be fulfilling a job role required by the employer. The other 50% of time would be used driving the employers online presence and social media activity.

For example a Coffee Shop:

50% - Serving Customers, Keeping Store Standards at a High Level, Cashing Up, Assisting with the smooth running of the business.

50% - Supporting the employer with the design, implementation and monitoring of the companies Social Media Accounts and Online Presence.

Apprenticeship Share

We understand that some businesses have a need for Social Digital Skills however haven't got the resources to support or justify taking on an apprentice.

The Apprentice Share Model helps solve this problem.

A Social Digital Apprentice can be shared between multiple businesses to create one full role. Therefore making the strain on resources more manageable.

A recent example of the Apprenticeship Share Model working well is between:

Viral Social Media – Social Media Specialists.
Liverpool Biennial - International Festival and Contemporary Art.