

THE WATERTIGHT MARKETING ACADEMY

Apprenticeships for growing businesses in partnership with Working Knowledge

Finding, training and supporting a fully qualified and Watertight Marketing Certified Digital Marketer for your growing business.

DO YOU NEED SOME HELP WITH DIGITAL MARKETING?

FILL YOUR MARKETING RESOURCE GAP WITH A DIGITAL MARKETING APPRENTICE

- *Do you need someone to manage your website and keep it up to date?*
- *Do you need someone on your team to wrap their head around Search Engine Optimisation?*
- *Do you need someone to understand social media initiatives and manage your channels?*
- *Do you need someone who understands pay-per-click and retargeted advertising, so if you spend money there it would be money well spent?*
- *Do you find yourself saying: "I know we should be doing more marketing, and making more of the digital channels, but struggle to know how, why and more importantly WHO will do it?"*

We hear you, and **The Watertight Marketing Academy** is our answer. We've designed an 15-month training and mentoring programme using the proven and multi-award winning Watertight Marketing methodology, refocussed solely on digital marketing and mapped to the *Level 3 Digital Marketer Apprenticeship*.

Academy graduates will have a sound understanding and practical experience, as well as a recognised qualification, in digital marketing applied to your business in a coherent and sustainable way.

*Your business grows along with their knowledge and confidence, and the government pays for 95% of the training**

THE LEVEL 3 DIGITAL MARKETING APPRENTICESHIP

We've combined the Apprenticeship expertise of Working Knowledge and the marketing expertise of Watertight Marketing to bring you a wholly new way to resource effective and productive digital marketing in your growing business.

Your Apprentice will become a productive member of your marketing team over the course of their 15 months training, by learning and implementing the following:



Technical Skills

Your Apprentice will learn the fundamentals of web coding, Google analytics and other key technical skills that would equip them to brief and work productively with web developers.



Core Marketing Principles

Your Apprentice will learn the key principles of marketing and where digital tactics sit within this. This will equip them to select appropriate digital marketing tools to support every step of a sale.



Core Platforms & Techniques

Your Apprentice will learn the main components of key digital tools, platforms and techniques. This will equip them to manage social media and online marketing initiatives for your business.

We'll talk with you to help you decide if an Apprentice would deliver real bottom-line value for your business. Your digital marketing apprentice might be an existing member of your team doing a similar or different role. Alternatively, you can work with us to find and recruit someone new for the role. We'll offer step-by-step support to get all the set-up paperwork done. Your Apprentice will then be enrolled on the course and set-up with access to the online learning and community forum. There will be monthly one-to-ones with their tutor to support your Apprentice in applying their developing skills to your business and ensure learnings are meeting government standards. Apprentices can also join bi-weekly Q&A sessions hosted by a member of the Watertight Marketing Expert Community, and attend monthly expert-led Masterclasses for hands on training.

WHO WILL BE YOUR APPRENTICE?

There are four options when it comes to finding your apprentice:

1. **Retrain an existing employee** currently doing a similar or different role to be a full-time digital marketer.
2. **Recruit someone new** to your business as a full-time digital marketer.
3. Retrain an existing employee but **keep digital marketing as a 50% / part-time element** of the existing role.
4. **Pay for 2 or more days per week** of a shared digital marketer employed by Watertight Marketing and partnered with you. (two or more partner businesses required to allocate shared Apprentice).

This could be someone already part of your team within your business. Your Apprentice can be any age and in any position.

The only requirement set by the government is that somebody going into an Apprenticeship is not already trained within the area of specialism. For example, someone who has left university with an English Literature degree, can enrol on a Digital Marketing Apprenticeship.

This could be someone on the shop floor who wants to change careers, or someone on reception showing an aptitude to do something more strategic in your business. That person could be converted to an Apprentice and access the government funding. If you don't have someone already on the team who fits the bill, you might consider recruiting.

Working Knowledge are specialists in recruiting and would help you specify, find and recruit an individual to fill the specified role.

ACCESS OVER £10K OF FUNDING...

For non Apprenticeship Levy paying companies, you will benefit from a £12,000 training programme for the equivalent of just £100 per month.

*Any business of any size can get 95% of training costs paid by the government. If you are an Apprenticeship Levy paying company (100+ approx. employees) you will qualify for the government subsidy once you have spent your levy pot.

£ **100**

+ SALARY

+ RECRUITMENT FEE

HOW DOES THE LEVY WORK?

The Apprenticeship Levy was introduced by the government in 2017. It is essentially a 'pot' of money that larger companies (over £3m turnover) pay in to. Other companies can then use this to fund their Apprenticeship training. Smaller businesses will only pay 5% towards the cost of an Apprenticeship – the rest of the money will come from this 'pot'.

Your Apprentice is an employee, and you will pay them a regular salary. To pay for the training, you will register for a digital account with support from Working Knowledge. The government will pay 95% of the training fees into your digital account, and you will pay the remaining 5% (£100 per month).

Working Knowledge have a fantastic team of talented administrators that know the government requirements inside-and-out and will support you through this entire process.

Did you know?

ANYONE CAN BE AN APPRENTICE...



Including someone you already employ.

An 18-year-old school / college leaver



A 23-year-old university graduate



A 40-year-old in your team.

Find out more

watertightmarketing.com/academy

The Telegraph

Forbes

MYcustomer

VISTAGE

The Guardian

BUSINESS INSIDER

