



Social Media Apprenticeships

Social media is one of the fastest growing advertising and marketing tools that businesses have at their disposal.

It is estimated by 2020 there will be the demand for 23,000 new digital specialists. Currently there are not enough people in the England with these skills, so the incubation of new digital talent is very important and you could be one of these talented people. The Social Media Apprenticeship lasts for 12 months and has been designed specifically for those candidates who want to start their career in the digital industry.

During the Social Media Apprenticeship you will learn

- How to use different social media tools
- How to measure the success of social media campaigns
- Search Engine Optimisation (SEO) & Social Media Optimisation (SMO)
- How to create a list of keywords and key phrases
- How to create Pay Per Click Advertising (PPC)
- How to create a link building plan for websites
- How to evaluate external social networking tools for business
- How to identify audience groups and brand ambassadors
- How to use social media management tools
- How to create optimised content for online profiles and blogs
- Social media policy and the impact of Intellectual Property rights and Copyright Law
- How to create your own personal website with blogs and social networking functionality

Training opportunities

Many companies now have whole social media and digital marketing (which is any marketing using an electronic device) teams, who are hired to, amongst other things, increase the company's online presence on sites such as Facebook, Twitter and LinkedIn.

This apprenticeship trains you to become a specialist in all electronic marketing techniques, as well as helping you to develop your communication and research skills.

Roles that may consider a social media apprenticeship

Advanced Level Apprenticeship

Social Media Assistant
 Social Media Consultant
 Social Media Analyst
 Digital Account Assistant
 Digital Marketing Assistant
 Digital Communications Officer
 Community Engagement Officer
 Search Engine Optimisation Assistant
 Acquisition Assistant
 Email Campaign Assistant
 Online Marketing Coordinator
 Search Marketing Assistant
 Display Marketing Assistant
 Content Marketing Assistant
 Ecommerce Assistant
 Mobile Marketing Assistant
 Website Content Manager
 Web Design Assistant
 Video Marketing Production Assistant