

Content Creator Level 3 Standard

Industry-led apprenticeship provider

Why work with The Juice Academy?

Industry-led Apprenticeship Provider

The Juice Academy is a multi award-winning, industry-led apprenticeship provider which has the unique model whereby all training being delivered by top notch, practicing industry specialists. This means apprentices will be given not just 100% up to date technical skills but also the life skills needed to be an amazing part of their team. With over a decade of experience, The Juice Academy inspires and nurtures the best talent which has employers coming back for more!

Increased Diversity and High Retention Rate

This innovative programme equips apprentices with the skills and knowledge to thrive in today's ever-evolving digital landscape, regardless of their background. We believe diverse perspectives are crucial for success in content creation. There are fewer barriers to apprenticeships, and our curriculum is designed to be accessible and attract a wider pool of talented individuals.

Our high retention rate of over 85% after completion of our apprenticeship programme is a testament to the quality of our programme and the dedication of our team.

We believe that investing in apprenticeships is not only good for the individual but also for the organisation, creating a loyal workforce.

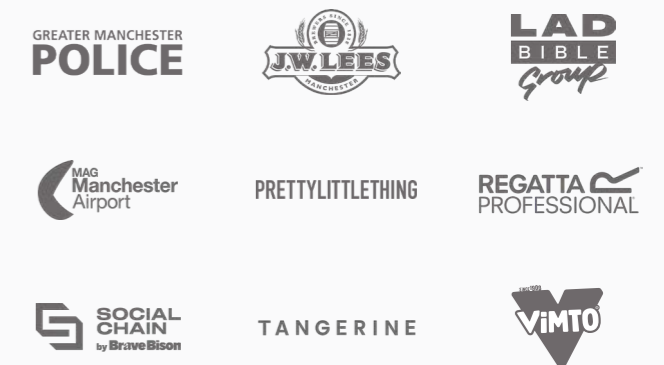
Our programme provides individuals with the opportunity to gain practical experience, develop new skills, and contribute to the success of your organisation. In return, we offer a clear path for career development and growth.

The Academy's founding apprenticeship was the first industry-led social media apprenticeship programme in the UK, through which we're proud to have trained over 700 apprentices, supporting more than 600 businesses.



Employers We Have Worked With

Businesses have the chance to invest in talent, enjoying the numerous advantages of bringing on board apprentices or training their own staff. Meanwhile, eager and ambitious individuals are provided with an opportunity to jumpstart their careers in the digital industry, collaborating with prominent UK brands.





The apprenticeship programme

Course delivered by Multi Award Winning Apprenticeship Provider

The course will involve working on developing and creating content for digital, social and print which can be used as part of advertising and media campaigns either for your company or your clients.

The apprentices will be trained in areas of digital marketing with a focus on social media management and content production. The training is created and delivered by industry experts and specialist guest speakers and has become extremely well regarded in the rapidly-growing digital sector.

We've packed in all the necessary theoretical knowledge and added in the practical skills which we know are essential to thrive in the industry, as well as a host of vital professional and interpersonal skills to enhance apprentices' employability.

Why should I hire an apprentice

Hiring a Content Creator can offer numerous advantages for your organisation. Here are some reasons why you should consider hiring an apprentice:

- Increases diversity and retention
- Fresh perspective, bringing innovative ideas to your organisation

- Cost effective
- Stay up to date with industry insights
- Loyalty to your workforce
- Increased capacity, allowing more room for marketing and content creation.

Our programmes offer cost-effective solutions to employers while also giving apprentices industry experience.

Upskilling current employees

If you are a levy payer, you can use your levy funds to upskill your existing staff with the Content Creator apprenticeship programme. This is a great way to enhance their digital skills, boost their productivity and motivation, and retain their talent. For non-levy payers, the government funds 95-100% of the training, the maximum contribution from you is £500.

Whether you want to train your junior staff, your marketing team, or your managers, the Content Creator apprenticeship programme can cater to your needs and help you achieve your business goals.

Don't miss out on this opportunity to develop the next generation of digital creatives, making a real impact to your business and the sector. Start your Juice journey today!

The Content Creator apprenticeship programme covers



Social media strategies



Industry awareness



Basic marketing principles



Digital marketing campaigns



Content planning, development and creation



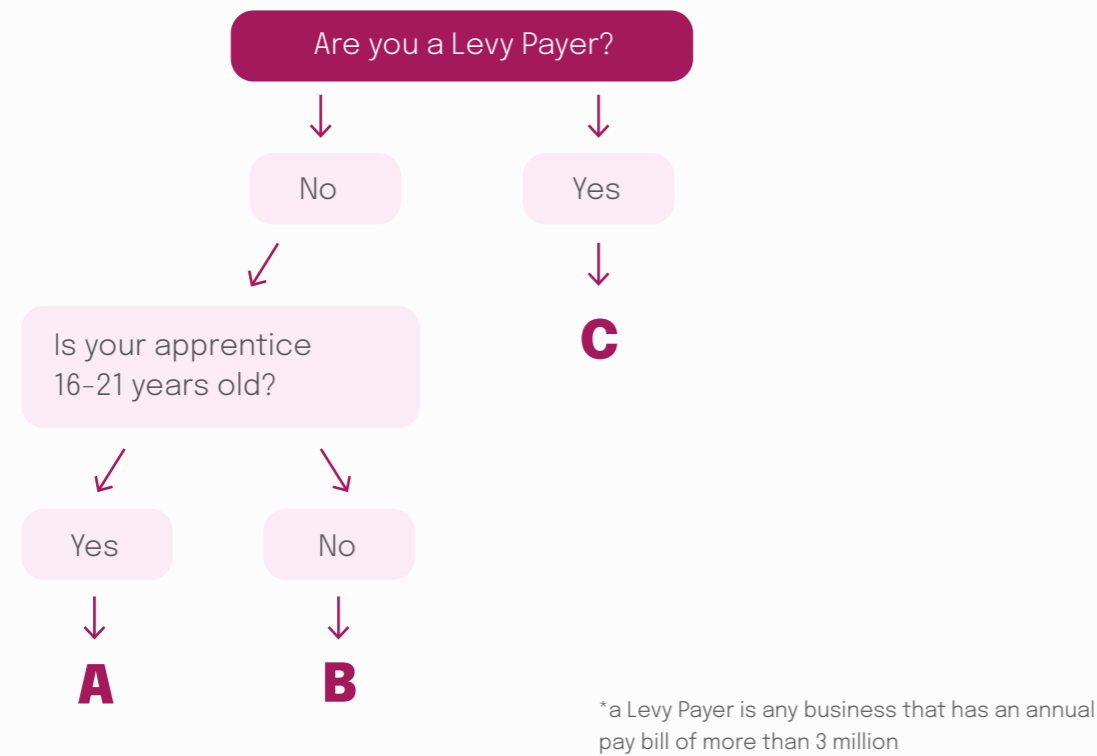
Principles of SEO, web analytics and social media metrics

Course Overview:

- 13-15 month programme, including a 3 month EPA
- In-person classroom training in Manchester
- Option to attend remotely for further afield apprentices

94% Distinction rate

85% Retention rate



Businesses pay apprentices directly, a new hire is usually paid £14,000-18,000 for their first year, rising to National Minimum Wage after 12 months. You don't pay NI for apprentices under 25. We encourage businesses to pay more to help with recruitment and retention.

If your apprentice is 16-18 years old, Levy and non-levy payers will receive £1,000 Government incentive (50% paid at 3 months and 50% at 12 months)

Training costs are below:

- A** Cost of training £0

- B** Cost of training maximum £500

- C** Cost of training £10,000 (from your Levy account)

Recruitment

For a fee of £1,000+VAT, we take care of all the recruiting, thorough vetting and short-listing on your behalf - you just turn up for the interviews!

We are proud to have a very diverse candidate pool; different ages, ethnicities and social backgrounds. We have school & college leavers, university graduates, as well as people looking for a change in career.

Alternatively you can look after your own recruitment or upskill your existing staff.

Whatever direction you take, together we are about to embark on an exciting Juice journey!

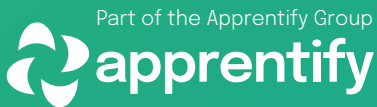
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