



# LIFT DIGITAL MARKETING SCHOOL

**LIFT Digital Marketing School** is designed to boost career prospects by equipping you with the skills and knowledge to successfully launch your career in digital marketing.

Across 10 weeks, you will explore the core elements of digital marketing and learn how to best market your newfound skills to jumpstart your new career.

## LEARNING OUTCOMES

- Build expertise in Digital Marketing
- Improve your CV, LinkedIn profile and interview technique

## THE CURRICULUM

- D The Foundations of Digital Marketing
- D Branding and the Digital Advertising Mix
- D Social Media Strategy
- D Digital Public Relations
- D Organic and Paid Social Media Marketing
- D How to Position Yourself as a Marketer
- D Employability Tips and Tricks

## FURTHER INFO

Please visit this: [weareonetechnology.org/lift-digital-marketing-school/](https://weareonetechnology.org/lift-digital-marketing-school/)

## FORMAT

Expert-led virtual weekly sessions  
Tuesdays, Thursdays - 5 - 6:30 PM

## COMMITMENT

10 weeks, three hours per week.

## KEY DATES

- Applications close: **13th February**
- Programme starts: **1st March**
- Programme ends: **16th May**

## CONTACTS

**LIFT:**

[lift.futures@islington.gov.uk](mailto:lift.futures@islington.gov.uk)

**Shan Baruva, OneTech:**

[Shan@capitalenterprise.org](mailto:Shan@capitalenterprise.org)

## SUITABLE FOR

Residents of **Camden**, **Hackney**, **Islington** and **Tower Hamlets** over 18, with a strong interest in Digital Marketing who are eager to go the extra mile to land a job in tech. No previous experience is needed.

## ABOUT LIFT

LIFT (Leading Inclusive Futures through Technology) is a three-year programme across Camden, Hackney, Islington and Tower Hamlets that helps underrepresented residents, (especially women and Black, Asian and minority ethnic communities) into good local jobs in the knowledge economy (tech, digital, sciences and creative production) and supports businesses and start-ups in these sectors.

## ABOUT ONETECH

OneTech, powered by Capital Enterprise, connects underserved communities with opportunities in the tech start-up ecosystem to enable racial, gender and socio-economic equality through action and thought leadership.

## APPLY BY 13TH FEBRUARY



<https://weareonetech.typeform.com/LIFT-DMS2>

\*applicants must live in Camden, Hackney, Islington or Tower Hamlets

*\*If you don't meet the above criteria of this programme, still reach out as the LIFT team can direct you to a range of programmes available for residents - [lift.futures@islington.gov.uk](mailto:lift.futures@islington.gov.uk)*