



HELLO FUTURE  
START YOURS WITH DIGITAL  
**JUICE**  
THE JUICE ACADEMY

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# AN INTRO TO JUICE

**As digital media has advanced, the marketing industry has seen an increased demand for skilled talent, of which there is limited resource.**

Tangerine, a leading full-service comms company in Manchester, created the UK's first industry-led social media apprenticeship, The Juice Academy, in 2013 after identifying this critical digital skills gap in the marketing sector.

## **Creating Jobs for Young People**

The Academy, which is foremost a job creation initiative, brings fresh talent into businesses and equips young people with essential theoretical and practical skills they need to effectively deliver digital and social media campaigns. Ultimately creating the next generation of skilled digital executives in the UK.

## **Changing the Concept of Apprenticeships in the UK**

Apprenticeships have had negative connotations associated with them for years. We wanted to challenge this by raising the standard. There are so many modern apprenticeships out there now, however, we are different due to our industry-led approach.

## **Award Winning Programme**

Since its launch, The Juice Academy has become an award winning programme, recognised by the deputy prime minister as one of the UK's Top 100 Employers at The National Apprenticeship Awards and named as Innovator of the Year at the International Sabre Awards. Due to demand, the course has grown exponentially; we have supported multiple businesses with creative, digital talent.



# THE JUICE ACADEMY

## DIGITAL MARKETING APPRENTICESHIP

You're part of a generation that lives its life online. Why not get paid for doing what you do best and turn your digital addiction into a quality, well paid, enjoyable career?

You could be at the digital forefront of some of the biggest North-West based companies - imagine that experience on a CV? As well as that, you'll be well rewarded\* and receive the most up-to-date social media training from industry experts and work towards an impressive qualification - the first of its kind!

\*£10,000 salary for the first 12 months, which in the second year increases to National Living Wage (Over £17,000 as an annual salary)

### What You Get:

Apprentices will attend a training session (either remote or in The Academy) for the first 12 months. The final months of the 15 month course will be the 'assessment period' during which apprentices will produce a portfolio of work and complete several assessments.

At the end of the 15 month programme\*, apprentices will be awarded a Level 3 Junior Content Producer and a Digital Marketing certification awarded by The Juice Academy.

\*subject to change depending on learner progression.

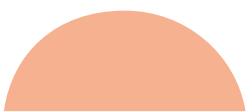
### What We Need:

Minimum requirements are 4-9 (A-C) in GCSE Maths and English Language or equivalent.

The Juice Academy's digital marketing apprenticeship is open to those with a passion for social media, digital marketing and content production. We're looking for determined young people who feel that they can make an impact. The world of social media is not your standard 9-5 role so please keep that in mind before applying.

### Previous Employers

GREATER MANCHESTER POLICE PRETTYLITTLETHING Tangerine manchester airport Mustard Media UNILAD



# A ROLE IN DIGITAL MARKETING

What does a role in digital marketing really look like? Ultimately, you will be at the heart of an organisation's marketing strategy; overseeing and managing its digital platforms to meet marketing aims and objectives.

Digital has taken over the world, therefore digital platforms such as social media make excellent marketing tools. The problem? Businesses owners aren't always aware of how to use these tools! This is where you come in...

Traditional marketing is dying out; bus stop posters and billboards are being ignored for our smartphone screens and this is where a business should be talking to its audience. Your role would include helping to run an organisation's online footprint and work as part of the team to enhance its digital brand.

## What You Will Get Involved In

-  Content Creation
-  Platform management e.g. social media, website etc.
-  Interaction with influencers, bloggers and more
-  Online advertising
-  Campaign management
-  Monitoring and reporting

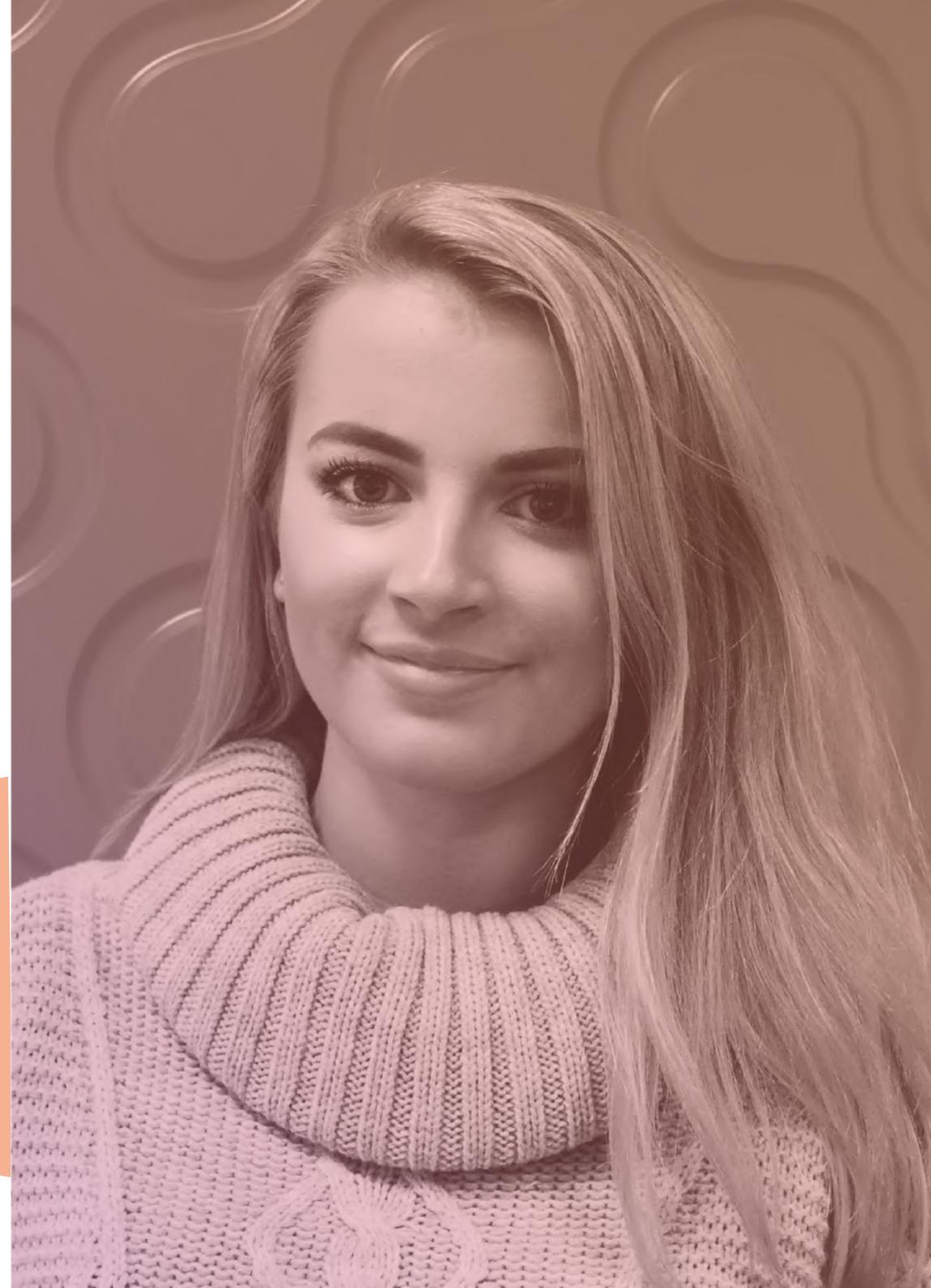


# MOLLY HADFIELD

## GYMCUBE

'I am currently working at GymCube.com as the Social Media Manager. I love my job because it allows me to create existing content and work on social channels that I know and love. Before applying for The Juice Academy, I honestly wasn't sure what I wanted to do. I just knew I spent a lot of time on Instagram and Twitter. The Juice Academy has allowed me to turn my passion into a career.'

My job role isn't just 'tweeting' or posting photos. I get to go to photo shoots, filming days and events. I have met amazing people within the fitness industry and I get to work with them and my wonderful team every day. As a Social Media Manager no day is boring and I get to spend each day doing something I love.'



# ROB WATTS

## PH. CREATIVE

'After leaving sixth form I knew that university wasn't for me. I just wanted to get into work and start my career in whatever industry I felt was right. I knew that I was interested in business and marketing and The Juice Academy seemed like the perfect first step. It was.

The Academy allowed me to learn skills from industry leading experts in a number of different scenarios. It helped me build confidence in my own ability, public speaking as well as helping me to expand my network in terms of business contacts and friends.

Three years down the line. I'm now the social media team leader at one of Liverpool's biggest digital marketing agencies and I still love every bit of it. '



# COURSE OVERVIEW

We've packaged all the clever and essential stuff you need to know about digital marketing into this unique course, including lots of other professional and interpersonal skills you'll need to be successful in the workplace.

We also take you through important 'office' and coaching skills, as well as other added value sessions such as money management and strength finder.

All sessions at The Juice Academy are delivered at our training centre in Castlefiend, Manchester, by practising, industry professionals and industry leader guest speakers.

## Course Overview

Apprentices will learn:

- Content Planning
- Content Development
- Content Creation and Evaluation
- Industry Awareness
- Basic marketing principles
- Digital Marketing Campaigns
- Digital and Social Media Strategies
- Principles of specialist areas: search marketing, search engine optimisation, web analytics and metrics
- The major digital and social media platforms
- Digital etiquette (tone of voice)
- Digital platforms in the working environment
- Data protection across digital and social media platforms
- Business environment related to digital marketing and customer needs



# APPLYING FOR THE JUICE ACADEMY

Ready to sign up?

To apply, head to [www.juiceacademy.co.uk](http://www.juiceacademy.co.uk)

**Our application process is a little different to most - no CV necessary**

## What next?

team to review. If you've passed this round, we'll invite you to complete several assessments. If successful, (pre-covid) we invite you to a Boot Camp selection day at our training centre in Castlefield. This is where you have the opportunity to show off your personality and creativity to our judges (the employers) through completing a number of activities. During covid, instead we will ask you to submit a 2 minute video, which will be sent to potential employers for a chance at their interview process.

## If I'm successful...

You will start your training the week after the selection day - we know, it's super quick. You will then start in your new workplace that same week, although start date could vary- but you need to be available to start immediately.

## And if I'm not successful?

Because we receive so many applications, unfortunately we can't place everybody. If you are not successful with an employer, we do give you another chance for future intakes.

### Intakes:

**Winter - January**

**Summer - July**

**Spring - April**

**Autumn - October**



# POST APPRENTICESHIP

15 months have passed and you've completed your Junior Content Producer apprenticeship, but what next? The Juice Academy's goal is to give young people a foot on the career ladder. If you impress your employer throughout the apprenticeship, you could land yourself a permanent position with the company. At the end of the 15 month programme\*, apprentices will be awarded a Level 3 Junior Content producer and a Digital Marketing certification awarded by The Juice Academy.

\*subject to change depending on learner progression

96% of the apprentices at The Juice Academy are offered a permanent position at the end of their apprenticeship. By the end of the apprenticeship, you will be on at least National Minimum Wage (around £17,000 as an annual salary). On average, The Juice Academy graduates can expect more than a 10% salary increase in their first promotion.





[www.juiceacademy.co.uk](http://www.juiceacademy.co.uk)



[info@juiceacademy.co.uk](mailto:info@juiceacademy.co.uk)



@TheJuiceAcademy



@TheJuiceAcademy



@JuiceAcademyMCR

