

## Fast Track to Apprenticeships

### Give yourself the competitive edge and Fast Track to your Digital or IT Apprenticeship

If you're looking for an apprenticeship in the fast moving world of IT or Digital Marketing then our Fast Track course is just what you need to get you started.

Fast Track will make sure you are work and interview ready by providing essential IT and employability skills that every employer wants.

This intensive course is broken down into two parts:



#### Part 1: 5 weeks of Fast Track learning

In the first 5 weeks of Fast Track you will learn all the essentials for getting onto an Apprenticeship by attending our Apprenticeship Academy where:

- you will work on your CV so it's tailored for each Apprenticeship position you apply for
- learn what employers are looking for when they recruit and what to expect during your first few weeks at work
- get ready for interview and learn how to answer those difficult questions
- gain an essential IT qualification covering IT security, internet usage, email, spreadsheets and word processing
- learn how to build a website and develop a social media campaign
- if you need to, achieve the Functional Skills required by the Apprenticeship Framework you want to follow

#### Part 2: up to 3 weeks of vital work experience

Work experience on Fast Track will help you get your Apprenticeship position. We find many placements lead to an Apprenticeship as employers use this as part of their selection process.

During this time we will be matching you to the apprenticeship vacancies we have sourced with a wide range of local employers – helping you get that interview and the Apprenticeship you want.

#### Qualifications and Benefits:

- Edexcel IT User Award
- Certificate in Personal Development and Employability Skills
- Travel costs covered
- £50 worth of vouchers to get work ready clothes when you move into your Apprenticeship

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Take your **Fast Track** today to secure your apprenticeship!  
 email [academy@skillstraininguk.com](mailto:academy@skillstraininguk.com) or call **01902 837460 / 837461**

<< Here are two of the Advanced Apprenticeships we are offering at the Academy:

## Social Media and Digital Marketing

This Advanced Apprenticeship will train you to be a social media or digital marketing assistant working for a business or marketing agency. You will acquire the knowledge and skills to create and manage website content and use social media like Twitter, Facebook and LinkedIn within a business context.

Apprentices attend the Academy for up to two days a month for 12 months. The rest of the time is spent developing skills within the workplace as a paid employee.

On completing the Advanced Apprenticeship you will qualify with a Level 3 Diploma in Digital Marketing and (where applicable) Level 2 functional skills in ICT, Maths and English.

Once qualified you can expect to earn a starting salary of between £15,000-£20,000

### Training will cover:

- Understanding the business environment
- Legal, regulatory and ethical requirements in Sales and Marketing
- Using collaborative technologies
- Principles of marketing and evaluation
- Digital marketing metrics and analytics

### Optional units include:

- Website development and website software
- Marketing on mobile devices
- E-mail marketing
- Search Engine Optimisation
- Principles of social media within a business
- Principles of keywords and optimisation



## IT, Software, Web and Telecoms

This Advanced Apprenticeship will prepare you for work in any company which uses IT within their business, either to support their main business activities or because IT or Telecoms, which covers broadband, mobile phones or satellite communications, is their business! It prepares you for roles such as network engineer, web developer, software developer, IT technical support and helpdesk.

Apprentices attend the Academy for up to 10 training weeks during the 12 month programme. The remaining time is spent applying the skills you are learning in the workplace as a paid employee.

On completing the Advanced Apprenticeship you will qualify with a Level 3 Diploma in Professional Competence for IT and Telecoms Professionals and a Level 3 Extended Diploma in ICT Systems and Principles. In addition, where appropriate, you will gain Level 2 Functional Skills in ICT, Maths and English.

Once qualified you can expect to earn a starting salary of between £15,000-£20,000

### Training will cover:

- Communication and Employability Skills for IT
- An Introduction to Communication Technology
- Principles of ICT Systems and Data Security
- Web Fundamentals
- Computer Systems
- Maintaining Computer Systems
- IT Technical Support
- Mobile Communications Technology
- Networking Principles
- Managing Networks

### Optional one week of specialist training:

- Web Development
- Install & Configure ICT Equipment & Operating Systems

### A choice of industry recognised Vendor Units

- MTA Security Fundamentals
- MTA Networking Fundamentals