



# Apprenticeship programme overview

Suitable for both upskilling existing staff and offering to new hires

Programme (Level)	Programme Value Add	Typical Job Roles
<b>Content Creator</b> (Level 3)	2 x Adobe Certifications 	Content Assistant, Content Creator, Junior Content Producer, Multimedia Executive, Social Media Assistant, Social Media Co-Ordinator, Social Media Executive
<b>Multi-Channel Marketer</b> (Level 3)	GA4, CIM Library 	Marketing Assistant, Digital Communications Assistant, Digital Marketing Co-ordinator, Social Media Assistant, Email Marketing Assistant, SEO Executive, Marketing Junior
<b>Marketing Executive</b> (Level 4)	CIM Library 	Marketing Executive, Marketing Officer, Marketing Specialist, Digital Marketing Manager, Communications Executive, Social Media Manager, PR and Communications Specialist
<b>Data Readiness</b> (Level 3)	Datacamp License 	Administrators, Co-ordinators, Project Managers, HR teams, Marketing teams, Commercial teams - Anyone dealing with data on a regular basis!
<b>Data Analyst</b> (Level 4)	Datacamp License 	Marketing Executive, CRM Executive, MI Manager, Data Analyst, HR Analyst, Commercial Analyst, Procurement Analyst
<b>Business Analyst</b> (Level 4)	BCS qualification 	Business Analyst, IT Business Analyst, Business Systems Analyst, Project Managers, Marketing Managers
<b>Software Developer</b> (Level 4)	Pluralsight License 	Web Developer, Application Developer, Mobile App Developer, Games Developer, Software Developer
<b>ICT</b> (Level 3)	Cisco Essentials 	Help Desk support, First-Line support, IT Technician, IT Support Analyst, Network Support, IT Field Technician, Cloud Technician
<b>Network Engineer</b> (Level 4)	Cisco & Cloud 	Network Technician, Network Engineer, Systems Engineer, Infrastructure Engineer, Cloud Engineer