

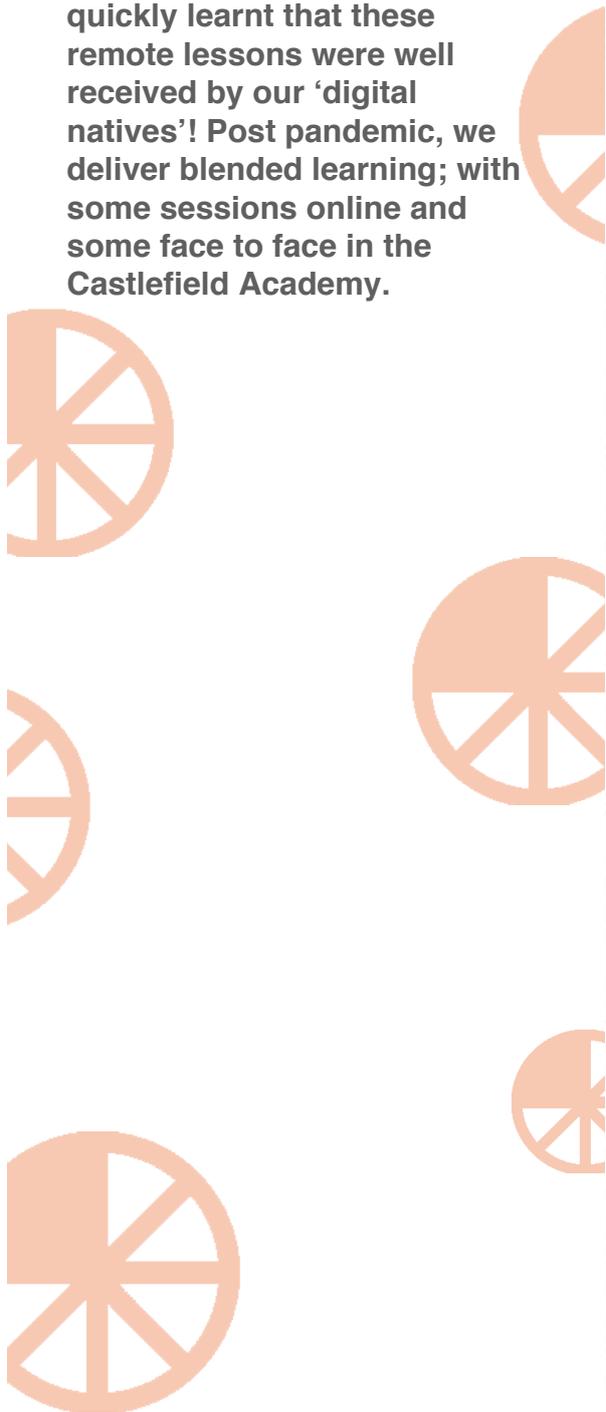
ABOUT US



JUICE
THE JUICE ACADEMY

The Juice Academy is the brainchild of Tangerine which, after 20 years in the creative industry and having run a number of job creation and training programmes, knows a thing or two about finding and nurturing talent.

COVID-19 forced us to take our usual classroom Academy sessions online, and we quickly learnt that these remote lessons were well received by our 'digital natives'! Post pandemic, we deliver blended learning; with some sessions online and some face to face in the Castlefield Academy.



The apprentices are trained in all 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 is well recognised in the digital sector. We've packed all the theoretical knowledge and added in all the practical skills that we know is essential to thrive in the industry, including a whole host of important life skills such as professional resilience and time management.

Apprentices will learn:

- Content planning
- Content development
- Content Creation
- Industry awareness
- Basic marketing principles
- Digital marketing campaigns
- Digital and social media strategies
- Principles of specialist areas: search marketing, search engine optimisation, email marketing, web analytic 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

Apprentices will attend The Academy training (a mix of online & face to face post pandemic) one full day every other week 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

We take care of all the recruiting*, vetting and shortlisting on your behalf, which includes candidates doing a written application, Maths & English assessments, a skills scanner and a video CV.

We are proud to have a very diverse and inclusive candidate pool, different ages (16+), ethnicities and backgrounds. Some are school / college leavers, some university graduates, some just looking for a change in career!

We send you the best candidate applications to review, and you shortlist to interview. Once you've chosen your candidate:

YOUR JUICE JOURNEY BEGINS!

*We require minimum £100 from out of Greater Manchester employers

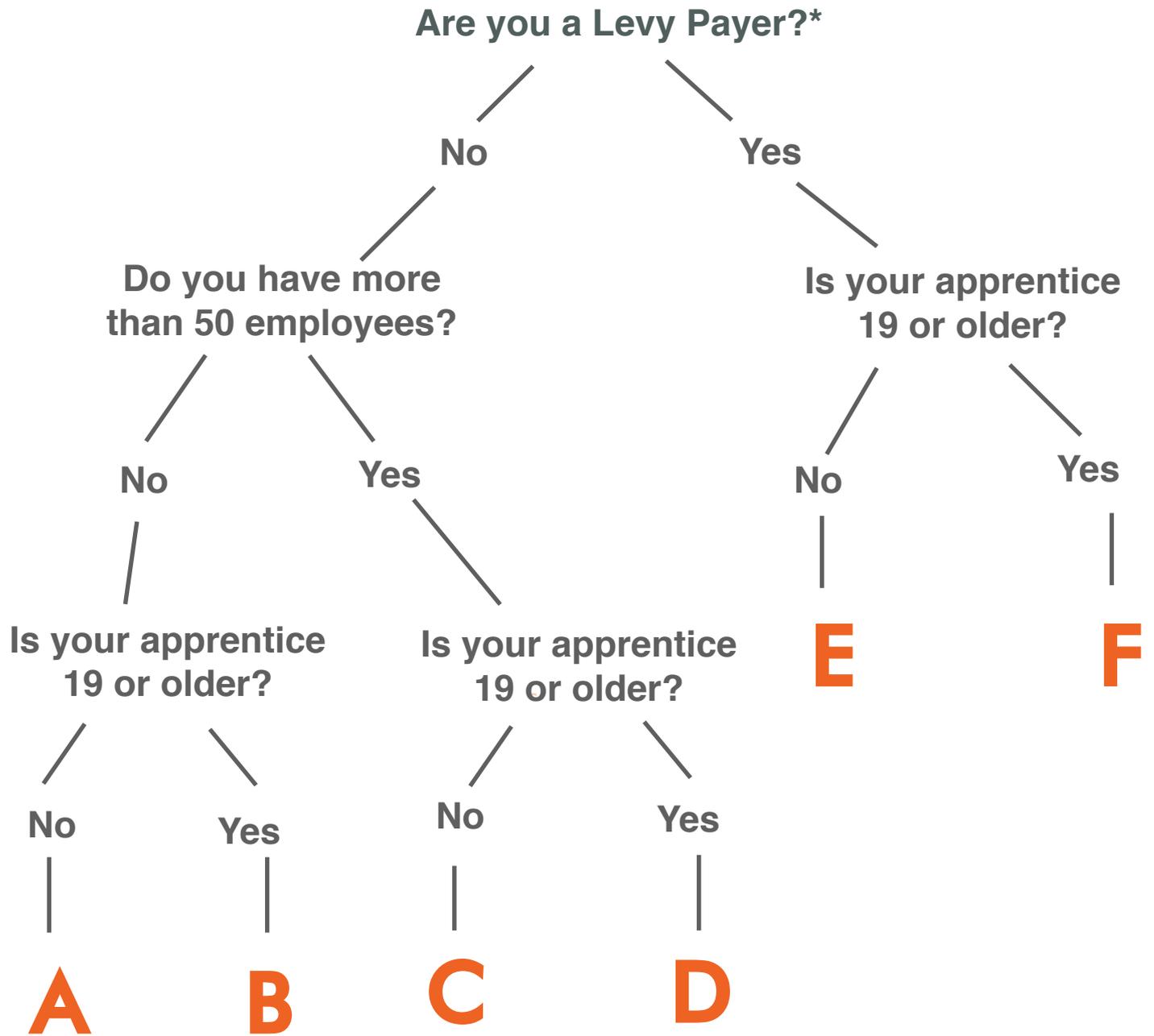
The Juice Academy has formed a unique partnership with leading social media management platform, Hootsuite to support apprentices.

The system's user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn, Google+ and YouTube.

Juice Academy apprentices will receive training on how to use the platform, as well as free licenses for the duration of their apprenticeship programme and guest lectures from Hootsuite's leading practitioners.



COSTINGS



*a levy payer is any business that has an annual pay bill of more than £3 million

COSTINGS

All Juice Academy apprentices are paid a minimum standard package across the 15 month programme. This is a minimum of £12,000 salary for the first 12 months, which in the second year increases to the National Living Wage. We encourage employers to offer a higher salary if possible, this can help with recruitment, quality and performance. In addition, the following costs will apply accordingly.

A

Cost of training £0 and you will receive £1000 of Government incentive (50% paid at 3 months & remaining at 12 months)

B

Cost of training £600

C

Cost of training £600, but you will receive £1000 of Government incentive (50% paid at 3 months & remaining at 12 months)

D

Cost of training £600

E

Cost of training £12,000, (from your levy account), but you will receive £1000 of Government incentive (50% paid at 3 months & remaining at 12 months)

F

Cost of training £12,000, (from your levy account)

note: costs for non-levy payers due at the start of the programme

Reduced Funding: *some local authorities have funds which can cover co-investment fees for SME's and we will help signpost this to you where we can.

TESTIMONIALS



SAM EASTON
SOCIAL CHAIN

“We have been working alongside The Juice Academy for some time now and our experience has always been exceptional. Each apprentice has shown their passion and ambition from the get go and it is always a pleasure to see them grow throughout their time with us. I was actually the one to meet Sam at The Juice Academy and knew he would be an asset. He has proven that and has become an integral part of our business. The skills he has gained and the level of professionalism with which he conducts himself is frankly outstanding. Sam has an incredible work ethic, is loved by everyone and we certainly wouldn't have progressed so quickly without him. I have to thank The Juice Academy for their continued support and praise them for the brilliant programme that they run. I hope that Sam has a happy and long career at Social Chain.”

Beth Trundle
Head of Love Food at Social Chain



JESSICA WILBRAHAM
BROTHER UK

“Jessica injected enthusiasm and energy into the team from day one. She has continued to develop, taking on an increasing range of responsibilities, and has become an integral part of the team. We are delighted with Jess' progress. The Juice Academy recruitment process is unique and allows the apprentices to showcase their skills and characteristics in a way that just isn't possible in a traditional interview setting. They supported Jess throughout her apprenticeship period and she brought back to the business what she learnt in her sessions.”

Gemma Crozier
Community Engagement Co-Ordinator at Brother UK



COMPANY CRITERIA

EMPLOYERS MUST

- Offer the apprentice support via a full-time line manager with some knowledge of digital marketing, who can mentor and provide 'on the job' training
- Provide their apprentice with a quality portable quality laptop they can use for the Academy sessions as well as work purposes. A quality mobile phone is also recommended.
- Provide their apprentice with Adobe Creative Cloud with access to all apps that they can access for Academy sessions

INTERESTED? GREAT! GET IN TOUCH.

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