

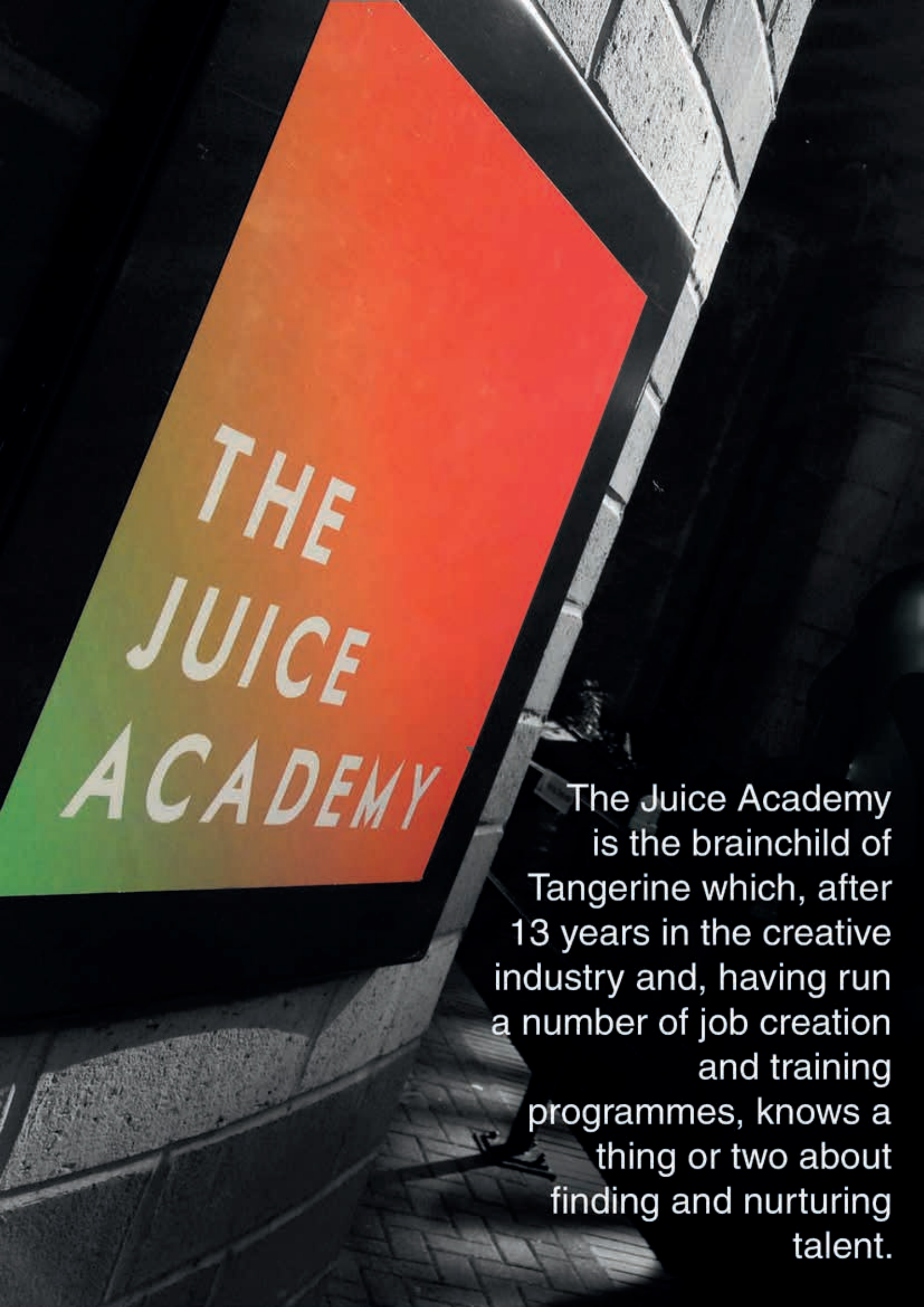
# JUICE

THE JUICE ACADEMY



**THE UK'S FIRST INDUSTRY-LED  
SOCIAL MEDIA APPRENTICESHIP  
PROGRAMME**






# THE JUICE ACADEMY

The Juice Academy is the brainchild of Tangerine which, after 13 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.



# TRAINING



The apprentices are trained in all elements of social media management by industry experts and special guest speakers. This training has been developed by us, here, at The Juice Academy. We've packaged all the theoretical knowledge and essential practical stuff apprentices need to know about social media into this unique course, including lots of other important bits like professional resilience and time management to be successful in the workplace.

## THE COURSE MODULES :

- Social Networking Management for a Business
- Using Collaborative Technologies
- Principles of Social Media within a Business
- Using Digital and Social Media in Marketing Campaigns
- Principles of Social Media Advertising and Promotion
- Principles of Keywords and Optimisation
- Principles of mobile Social Media for Business
- Understanding Customer Relationship Management for (creative) Business
- How to use imaging software and create shareable content

Apprentices spend a **full a day** every other week, at The Juice Academy for training. At the end of the twelve month programme, apprentices receive a certificate in Social Media & Digital – **level 3 apprenticeship from City Guilds**, a respected national examination body.



# SELECTION PROCESS



We do all of the recruitment, vetting and shortlisting of candidates on your behalf and invite around 50 to a full day 'boot camp' where a representative from each business looking for an apprentice will act as 'judges' and select their new apprentice. Usually the course starts the very next day.





# COSTS



The recruitment and training provided by Juice Academy is completely free of charge as it is funded by the government, unless you choose a candidate who is 19 years of age or older, in which case you will pay a 'top up fee' of £1,995 + VAT

Companies will pay the apprentices a package of £11,500, paid as £9,000 salary and £2,500 graduation bonus

## COMPANY CRITERIA

Have an office in England's North West

Have a minimum of four full-time employees

Offer the apprentice support via a full time line manager with a level of knowledge of social media.

**INTERESTED? GREAT!**

**GET IN TOUCH!**

[www.juiceacademy.co.uk](http://www.juiceacademy.co.uk) / 0161 817 6600 / @TheJuiceAcademy