

ABOUT US



JUICE
THE JUICE ACADEMY



The Juice Academy is the brain-child of Tangerine which, after more than 17 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.



The apprentices are trained in all areas of digital marketing with a focus on social media management and content creation. 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
- Customer relationship management (CRM)
- Customer relationship marketing
- Digital marketing campaigns
- Digital and social media strategies
- Principles of specialist areas: search marketing, search engine optimisation, email marketing, web analytics and metrics, mobile apps and pay per click
- 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 for training one full day every second week for the first 10 months. The final months of the 15 month course will be the 'assessment period' during which apprentices will produce a portfolio of work. 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 and invite a mix of up to 50 school/college leavers and university graduates aged 16+ (no age limit) to a 'Boot Camp' style day, where a representative from your business will act as a 'judge'. After a number of tasks, including a creative group task and writing task and an intensive 'speed dating' quick fire interview round, employers select a candidate

YOUR JUICE JOURNEY BEGINS!

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

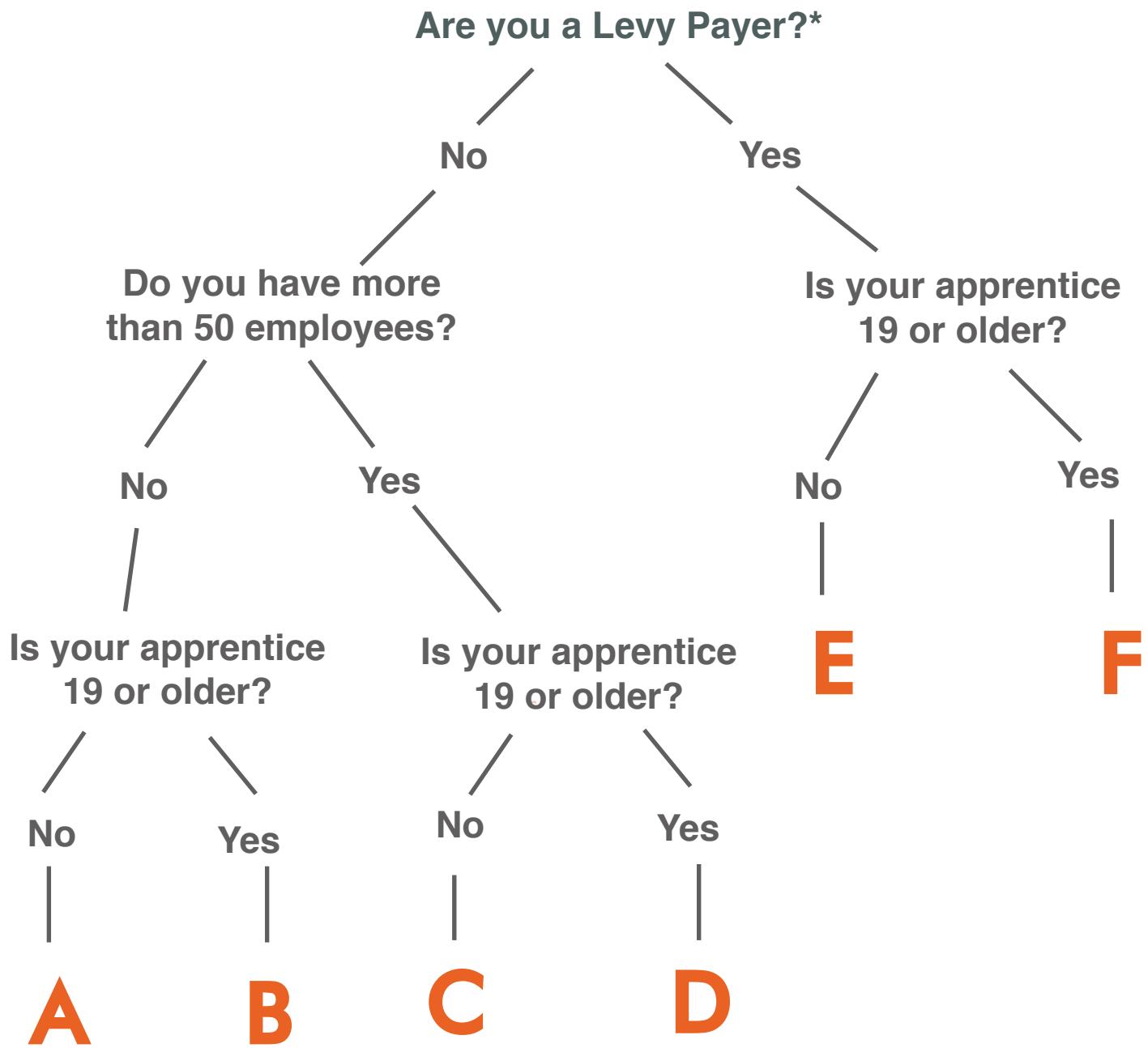
The system's user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn, Google+ and YouTube.

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.

*businesses located more than 5 miles from Manchester City Centre may be asked for a small recruitment fee (of up to £100) to help attract suitable applicants.



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 consists of £10,000 salary for the first 12 months, which in the second year increases to the National Living Wage (£8.21 per hour from April 2019). 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, plus £1000* training top-up fee paid to The Juice Academy

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, plus £1000* training top-up fee paid to The Juice Academy

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). Plus £1000* training top-up fee paid to The Juice Academy. (This cannot come from your levvy account)

*+VAT

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

Reduced Funding: The government now reduces the funding for the training if the apprentice has had prior learning (through a qualification or work experience). Some candidates on the day will have reduced funding by 5% or 10%, therefore they will cost the employer £600 or £1200 more. These candidates will be clearly marked on the day and the majority will not have prior learning.

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

- Have an office in the North West
- Have a minimum of four full-time employees
- Offer the apprentice support via a full time line manager with some knowledge of digital marketing
- Provide their apprentice with a quality, funded mobile phone and portable quality laptop they can bring to the Academy
- Provider their apprentice with Adobe Creative Cloud with access to all apps that they can access in the Academy

**INTERESTED? GREAT!
GET IN TOUCH.**

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