



Advertising and Media Executive



Duration: 13-15 months



Level: Level 3 Qualification



Training Covered:

- Introduction to the Creative Media Industry and it's makeup.
- Regulation, Ethics and Legal Responsibilities: social media and audiences, copyright and IP online.
- Health and Safety: how to stay safe when creating content either in a set or at a computer.
- Planning a Campaign, Google Analytics, Measuring Impact, Social Media Trends, Making Memes, Email Marketing, SEO.
- Making Content: basic techniques in recording and capturing content.
- Building a website: effective layout and graphics, following brand guidelines, driving traffic to your site.
- Freelance Skills and Networking: tax and NI, planning cashflow, maintaining contacts and networks.
- IPA Foundation Certificate:
 - Gain an essential overview of all areas of advertising
 - Understand consumers, their motivations and how to influence purchasing decisions through the science of choice
 - Learn how to write strategies that sell, the roles of different media, how to use data and how to measure the success of your work
 - Earn the confidence to perform your role with confidence and expertise

In addition to the technical skills, this apprenticeship covers the following soft skills:

- Communication skills
- Work etiquettes in an office and on set
- Developing a career plan
- The importance of CPD in the industry



Who is Eligible?:

This is an entry level position, so ideal for new entrants into the industry. Little or no experience in requires but a strong work ethic and an ability to think on your feet are good attributes. Most employers require English and Maths at Grade C/Grade 4 or above.

People with a Media Studies, Film or Television Degree are not eligible.



Typical Job Outcome:

After successfully completing the apprenticeship, the typical job would be a Social Media Assistant, or Advertising and Media Executive.