Level 4 Apprenticeship - 16 Month Programme

DIGITAL COMMUNITY MANAGER
www.jga-group.com/apprenticeships

MODULE ONE
RESILIENCE AND ESAFETY & BRAND STRATEGY
- Resilience
- eSafety
- Data Protection
- Cultural differences
- Tone of voice
- Brand measurement
- Social listening

MODULE TWO
BUSINESS STRATEGY
- Commercial objectives and goals
- Competitor analysis
- Business trends

MODULE THREE
COMMUNICATION STRATEGY
- Branding
- Communication plans
- Storytelling
- Neuro linguistic programming
- Communication trends

MODULE FOUR
MARKETING STRATEGY
- Digital marketing
- Social media
- Content management systems
- Platform policies
- Marketing trends

MODULE FIVE
DATA ANALYSIS STRATEGY
- Types of data
- Analysis techniques
- Reports, dashboards
- Engagement vs amplification
- Data analysis trends

MODULE SIX
COMMUNITY STRATEGY
- Platform policies
- Moderation
- Conflict management
- Leadership
- Diversity of thought
- Community management trends

SCENARIOS / PROJECTS
Project work based around scenarios featuring an emerging topic, trend or news event, to develop strategies to improve interaction and drive community engagement as well as creating messaging for online media channels.

6 MONTHS

PREPARATION FOR EPA
- Portfolio Development
- Professional discussion skills

GATEWAY READINESS AND END POINT ASSESSMENT

1. Scenario test with a question and answer session
2. Professionally guided discussion underpinned by portfolio

LIVE TUTOR LED SEMINARS FOR EACH MODULE PLUS 1-2-1 COACHING SESSIONS

SUPPORT FROM NEURODIVERSITY SPECIALIST