JGA
Developing Futures

Apprenticeships for Digital Community Managers

For more information scan the QR code or contact the team via sales@jga-group.co.uk or 020 8426 2666

Duration: 16 months

Digital Community Managers facilitate online exchanges, either peer-to-peer or between end users/customers and an organisation. The role may relate to online services such as the gaming or software sectors, or to bodies with a service-providing geographical focus, such as local government or the fire brigade. It often sits within the communications team but may also be part of an organisation's technical or marketing structures. In practice, it operates at speed and relatively autonomously.

Community management is of key importance to sales and/or satisfaction and the cost of a misstep to an organisation may be financial or, simply, a huge loss of credibility and a tarnished brand.

The apprenticeship offers professional-quality training, defined by major employers, for graduates, school leavers and experienced but under-trained digital community teams.

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I think it would be impossible to learn this in an academic scenario without having hands on work experience. I've also learnt things that are outside our sector and I think you probably become better at comms because you have a better knowledge of the wider industry. The sessions have been really enjoyable. My tutor is very knowledgeable. Learning things then being able to apply it to the role is the best part."

**Apprentice
Humberside Fire and Rescue Service**

Delivery Model

This 16 month programme is delivered through live online half day seminars, project work and round tables plus coaching from a digital community professional as well as virtual classrooms and online resources.

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Digital Community Manager

www.jga-group.com/apprenticeships

1 Resilience and E-safety & Brand Strategy

- Resilience
- eSafety
- Data Protection
- Cultural differences
- Tone of voice
- Brand measurement
- Social listening

2 Business Strategy

- Commercial objectives and goals
- Competitor analysis
- Business trends

3 Communication Strategy

- Branding
- Communication plans
- Storytelling
- Neuro linguistic programming
- Communication trends

4 Marketing Strategy

- Digital marketing
- Social media
- Content management systems
- Platform policies
- Marketing trends

5 Data Analysis Strategy

- Types of data
- Analysis techniques
- Reports, dashboards
- Engagement vs amplification
- Data analysis trends

6 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

Preparation for Assessment

- Portfolio Development
- Professional discussion skills

Assessment

Scenario test with a question and answer session
Apprentices will be presented with a scenario test by an independent assessor; the test will be made up of scenarios that would naturally occur in their normal workplace

Professional discussion
Structured discussion with an independent assessor based on a portfolio of evidence