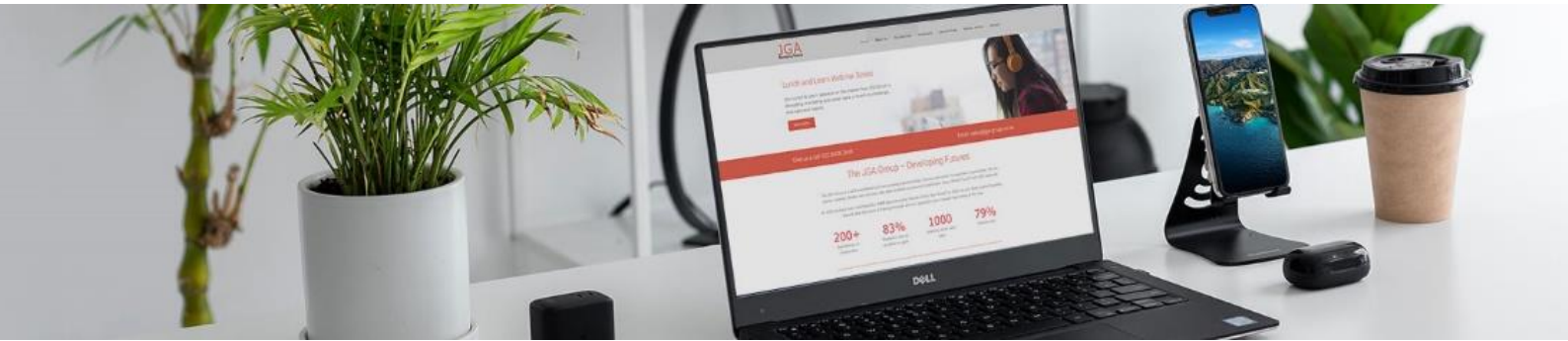


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# Apprenticeships for the Voluntary Sector

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December 2024



## Our Apprenticeships

Our apprenticeships are a 15 to 24-month **investment in your charity's fundraising, marketing and other functions**. Our programmes provide an opportunity to become more digitally focused, and can be used to re-skill or upskill your organisation.

By imparting **knowledge**, as well as developing critical soft **skills** and **behaviours**, learners are able to achieve an industry-defined 'competence' in a given job role – whether they are an existing member of your team, or a new recruit.

Each of our apprenticeships is:

- Specialist
- Professional quality
- Open to all ages
- Diverse and inclusive
- For graduates and non-graduates
- For existing staff and new recruits
- Tailored to your organisation's context

Our delivery model is typically a monthly full-day or twice monthly half-day seminar delivered live (in person or online) to small groups, supplemented by expert one-to-one skills coaching and pastoral support.

Our team of tutors and coaches are all skilled professionals in their fields who continue to work within their specialism, and we also invite guest speakers to join the sessions.

We work closely to support line managers with planning and organising in-work aspects of apprenticeships to ensure that impact is high and compliance is maintained, providing a consolidated Workplace Development Plan.

## What does it cost?

For large organisations (with a pay bill of over £3 million), apprenticeship training can be fully funded by the Apprenticeship Levy.

For smaller organisations, the Government meets at least 95% of the training cost (100% of the costs can be Government funded if your organisation has fewer than 50 employees and you are hiring a young apprentice).

Employers can claim additional incentive payments for hiring an apprentice, along with an exemption from employer National Insurance Contributions for those aged under 25.

Find out more about here: [Funding an apprenticeship \(apprenticeships.gov.uk\)](https://www.apprenticeships.gov.uk)

## About us

The JGA Group is a well-established independent training provider, founded by Jane Goodwin in 1991 and now run by her son, Richard.

Our vision is to empower our customers to move forward and to develop futures.

With a **30-year history** of vocational training, we have a good reputation, and we believe that we have market-leading positions in several apprenticeship standards.

Our existing clients include national and local voluntary sector organisations: National Emergencies Trust, Save The Children, St Michael's Hospice and The National Lottery Community Fund.

**99% of apprentices say coaching/tuition is Excellent or Good.** In the government's official measure of employer satisfaction, we are rated as "Good".

We were named **Education and Training Provider of the Year 2023** at the West London Business Awards.



In 2021, we received **The Queen's Award for Enterprise** in recognition of our outstanding achievements in Promoting Opportunity through social mobility. JGA was specifically recognised for "creating supportive environments for diverse learners to progress and succeed."

Our focus on inclusivity and diversity was also recognised in November 2020 as we won **BAME Apprenticeship Awards Learning Provider of the Year**.

## Full and Part-time Fundraisers

JGA is delighted to offer our Fundraiser apprenticeship to those working either full-time or part-time in fundraising (minimum of 20 hours per week for the part-time option).

Our programme has been developed and is delivered by fundraisers who have decades of experience in practical and strategic fundraising for small and large charities.

Interactive online seminars led by expert tutors are combined with research tasks and individual study, as well as real-time workplace activities and regular skills coaching.

Find out more on [page 10](#).

## Contact us

This catalogue will give you a flavour for the opportunities offered by JGA. For more information, you can contact:

**Laura Thurlow BEM**  
Business Development Manager  
T: 0203 869 0244  
[laura.thurlow@jga-group.co.uk](mailto:laura.thurlow@jga-group.co.uk)

**JGA**  
*Developing Futures*

Or visit [www.jga-group.com](http://www.jga-group.com)

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## Notes

Further Government guidance is available here:

[Employing an apprentice: Get funding - GOV.UK \(www.gov.uk\)](https://www.gov.uk)



## MODULE ONE UNDERSTANDING ORGANISATIONS

- Understand the department in which the learner works, the organisation's aims and how the job role fits within their organisation
- The organisation's purpose, values and vision for the future
- Identify the organisational structure and how the learner's work will benefit the organisation
- Understand other types of organisation structure

## MODULE TWO VALUE OF SKILLS

- Business administration principles including integrity, reliability, motivation, proactivity and positivity
- Qualities contributing to progression in a career
- Types of leadership that motivate staff
- Know how to establish and measure against KPIs

## MODULE THREE STAKEHOLDERS

- How to manage stakeholders including internal and external customers, clients and suppliers
- Methods of liaising with stakeholders
- Building constructive relationships

## MODULE FOUR REGULATIONS

- The laws and regulations that apply to the learner's job role, including data protection, health and safety, compliance, brexit and other legislative changes
- How to support their organisation in applying these regulations

## MODULE FIVE POLICIES

- Internal policies of the organisation
- Key business policies relative to organisations' sectors

## MODULE SIX BUSINESS FUNDAMENTALS

- Business budgets and sources of finance
- PESTLE analysis
- Managing changes
- Project management principles

## MODULE SEVEN PROCESSES

- Making payments
- Processing customer data
- Review processes to make suggestions for improvement
- Administering and processing an invoice

## MODULE EIGHT EXTERNAL FACTORS

- SWOT (strengths weaknesses, opportunities, threats)
- PESTLE (political, social, economic, environmental, technological, legal) affecting the organisation
- Impacts of policy/regulatory changes to an organisation
- International and global markets affecting the organisation

## GATEWAY READINESS AND END POINT ASSESSMENT



- Knowledge Test - 60 minute multiple-choice test
- Portfolio-based Interview: 30-45 minute interview with questions related to the learner's portfolio
- Project Presentation: 10-15 minute presentation based on where the learner has improved within the company

**LIVE TUTOR LED SEMINARS AND  
ROUND TABLES PLUS REGULAR  
1-2-1 COACHING SESSIONS**

**FLEXIBLE START DATES**



**SUPPORT FROM NEURODIVERSITY  
SPECIALIST**

**ADDED VALUE: WORKPLACE AND  
LIFE SKILLS DEVELOPMENT**



## MODULE ONE SALES AND SEGMENTATION

- Segmentation and understanding your customers
- Demographics
- Research and data

## MODULE EIGHT EMAIL MARKETING, DATA AND EVALUATION

- Creating an email marketing campaign
- Evaluate and improve campaigns
- Digital marketing analytics
- Social media analytics

## MODULE TWO WEBSITES

- How websites work
- File types and formats
- Tools and software for creating websites
- Storing content for websites

## MODULE NINE BUDGETING AND MARKETING

- Content and marketing budgets
- Competitor analysis and research
- How to promote yourself as a content creator

## MODULE THREE BRANDING AND SOCIAL MEDIA

- Branding and brand management
- Creating on brand copy
- Tools, channels and platforms
- Social media strategies
- Pitfalls

## MODULE TEN PHOTOGRAPHY, ASSET MANAGEMENT AND LEGAL

- Taking photographs
- Digital Asset Management
- Photo management and editing
- Data protection
- Copyright, intellectual property and other legal issues

## MODULE FOUR ANIMATION, SCRIPTS AND STORYBOARDS

- Using animation in content creation
- Creating storyboards
- Scriptwriting

## MODULE ELEVEN COPYWRITING

- Copywriting
- Tone of voice
- Proof reading

## MODULE FIVE SEO AND PAY PER CLICK

- What is SEO
- Keywords and keyword research
- Optimising your content
- Paid search and display campaigns

## GATEWAY READINESS AND END POINT ASSESSMENT

### PREPARATION - MODULE TWELVE

- Report writing
- Pitch and presentation practice



## MODULE SIX PITCHING/PRESENTATION AND VIDEO

- Presenting your ideas
- Creating and pitching a campaign
- Creating and editing video

### END POINT ASSESSMENT

- **Project or campaign evaluation report, presentation of additional/new content and questions**
  - A report that evaluates a project or campaign the apprentice contributed to and a presentation of additional/new content. Followed by questions on the report and presentation.
- **Professional discussion**
  - A structured discussion with the independent assessor centred around a portfolio of evidence

## MODULE SEVEN PLANNING, WORKFLOW AND PROPOSALS

- Content planning
- Campaign briefs
- Costs and budgeting
- Writing proposals
- Workflow
- Media planning and buying





# CREATIVE DIGITAL DESIGN PROFESSIONAL, BA (HONOURS)



WITH MIDDLESEX UNIVERSITY

Year 1	Year 2	Year 3
<p><b>Professional Development Portfolio 1</b></p> <p>The aim of this module is to help you reflect on your continuing practice as an apprentice in order to be able to assess and evaluate the experience in your workplace.</p>	<p><b>Professional Development Portfolio 2</b></p> <p>The aim of this module is for you to demonstrate an understanding of the life cycle of a campaign project from brief through concept, creative articulation, refinement/iteration and delivery, including familiarity of market- standard design management software.</p>	<p><b>Professional Development Portfolio 3</b></p> <p>Continuing from the year 1 and 2, the purpose of this module is for the you to continue to gather evidence about and consider your workplace as a site of learning.</p>
<p><b>Creative Project Management</b></p> <p>The aim of this module is to offer you an in-depth exploration of managing end-to-end creative digital design projects for a range of different contexts and environments using methodologies and processes.</p>	<p><b>Brand Management</b></p> <p>The aim of this module is for you to effectively lead the communication of design concepts to stakeholders articulating how brand considerations influenced ideation and execution.</p>	<p><b>Project Management and Innovation</b></p> <p>The aim of this module is for you to identify opportunities for complex and compelling data stories and how to present them through creative digital channels.</p>
<p><b>Conceptualisation and Strategic Thinking</b></p> <p>The aim of this module is for you to develop conceptualisation and strategic thinking skills and apply creativity to all creative digital development projects, including non-screen-based media.</p>	<p><b>Campaign Planning: Design and Delivery</b></p> <p>Continuing from the year 1 portfolio, the purpose of this module is to ensure that you re-establish the purpose and direction of your development needs and learning opportunities to enable the formulation of a personal action plan for progression into year 3 and end point assessment.</p>	<p><b>Data Stories</b></p> <p>The aim of this module is for you to propose an innovative creative project that uses current and emerging media and technology such as 3D space, immersive technologies and artificial intelligence, etc.</p>
<p><b>Content Production</b></p> <p>The aim of this module is for you to create impactful and eye-catching creative designs related to digital art, digital graphic design, video, online services and installations.</p>	<p><b>Strategy and Business Metrics</b></p> <p>In this module, you will create digital design solutions for a broad range of media including online services, installations and contribute to strategy around creative direction.</p>	<p><b>Final Negotiated Creative Digital Design Project</b></p> <p>The purpose of this module is for you to develop, produce and deliver a work-based creative digital design project that includes all the knowledge, skills and behaviours you have learnt throughout the programme for presentation at the end-point assessment.</p>
<p><b>Creative Digital Design Principles</b></p> <p>This module aims to prepare apprentices with knowledge of the key skills required for successful work-based study in higher education and basic concepts of employment and subject area of study.</p>	<p><b>Brief and Audience</b></p> <p>The aim of this module is for you to learn to interpret client briefs to create and deliver powerful ideas.</p>	
<p><b>Learning &amp; Studying at Work</b></p> <p>The aim of this module is to introduce you to the fundamentals of creative digital design and help you develop an understanding of a broad range of creative processes.</p>	<p><b>Pitching and Iterating</b></p> <p>The aim of this module is for you to create mock-ups, visualisations and/or prototypes of design concepts and communicate these through pitches and presentations gaining agreement to develop these into final design solutions.</p>	



## 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**





## MODULE ONE INTRODUCTION TO EVENTS

- How an event moves through its life cycle from research and planning to delivery and evaluation
- Investigate and research suitable, sustainable venues for events across a range of stakeholder needs
- Regulation and policies that are relevant to the event assistant role contextualised to the organisation

## MODULE TWO PERSONAL MANAGEMENT AND COMMUNICATIONS SKILLS

- The importance of time-keeping and attendance
- Effective communication to all stakeholders
- Building a personal and professional 'brand'

## MODULE THREE FINANCE BUDGETING AND NEGOTIATION

- How to structure an event budget
- Collecting data
- Supplier negotiation
- Managing relationships with all stakeholders

## MODULE FOUR EVENT CREATION

- Why clients choose to hold events and what purpose they serve
- Evaluating different types of event
- Contribute to the event team to create, design and plan events.

## MODULE FIVE EVENT LOGISTICS

- Respective roles of different functions; logistics, production, creative and design
- Contracts and the essentials of health and safety at an event
- Monitoring and managing onsite issues at an event

## MODULE SIX EVENT MARKETING AND EVENT TECHNOLOGY

- The role of marketing in event management
- Social media within the management of an event
- The changing face of technology and its relevance to the events industry

## MODULE SEVEN PROFESSIONAL AND COMMERCIAL SKILLS AND 360 DEGREE FEEDBACK

- Programme and project management
- Events evaluation
- Managing and mitigating risks

## END-TO-END PROJECT: EVENT CHALLENGE

## PORTFOLIO SHOWCASE

- Application of learning in work setting
- Gap analysis
- Development of portfolio evidence

2 Months

## DEMONSTRATING HOLISTIC EVENT PLANNING AND MANAGEMENT WITHIN ROLE RESPONSIBILITY AND PREPARATION FOR EPA

2 Months

## GATEWAY READINESS AND END POINT ASSESSMENT



- Project - a work-based project or practical case study that contains real activity done in the role
- Portfolio of Evidence - evidence from real work activity by the apprentice that has been built up progressively through the apprenticeship (6 to 12 items)
- Professional Discussion - a structured interview between the apprentice and an independent assessor as well as a representative from the apprentice's employer

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



**SUPPORT FROM NEURODIVERSITY SPECIALIST**



## INTRODUCTION TO FUNDRAISING

- What is fundraising?
- Future of fundraising
- Income spectrum and fundraising techniques

## CREATING WINNING COMMUNICATIONS

- Methods of communication for internal & external stakeholders
- Communicating mission, goals and activities to influence others
- Approaching and engaging new and existing supporters
- Adapting style and technique to meet the needs of your audience
- Designing fundraising and marketing materials

## FUNDRAISING AUDIT: EXTERNAL AND INTERNAL ENVIRONMENT

- Strategic analysis and planning tools and their use in different contexts
- Conducting a fundraising audit of your own organisation
- Working with others to deepen knowledge and understanding

## BUDGETS, MONITORING, EVALUATING & REPORTING

- Monitoring, evaluating and reporting on fundraising
- Using data management and analysis to support and/or review activity
- Identifying key measures
- Elementary financial principles
- Controlling, monitoring and analysing financial fundraising transactions

## MANAGING SUPPORTER DATA: STORING, INSIGHT AND COMPLIANCE

- Data management and compliance
- The role of qualitative and quantitative data
- Data analysis and insight
- Data interpretation - How to understand, interpret and derive conclusions

## CASE FOR SUPPORT CHALLENGE

- Advanced presentation skills
- Professional dialogue skills

## UNDERSTANDING DONOR MOTIVATIONS AND BEHAVIOUR

- Applying learning from external research about donor motivations to your organisation's supporter experience
- Techniques to gain supporter insight from your charity's audiences

## PREPARATION FOR END POINT ASSESSMENT

- Assessment preparation round table briefing
- Simulated exercise - monthly group work
- Portfolio development check ins
- Gateway administration support

## KEY COMPONENTS OF A FUNDRAISING PLAN

- The benefits of strategic planning
- The steps in developing a fundraising plan including the 8 Ps
- The supporter lifecycle
- Implementing a test, refine, roll-out approach
- What to measure

## BUILD A CASE FOR SUPPORT

- Tailoring a case for support to different audiences
- Creating a case for support toolkit
- Using statistics and storytelling techniques for impact
- Understanding full cost recovery



## GATEWAY READINESS AND END POINT ASSESSMENT

### END POINT ASSESSMENT

- Case for support pitch and presentation with questions and answers
- Professional discussion underpinned by a portfolio of evidence

## VIRTUAL SELF SERVICE LEARNING MODULES

- Influencing Stakeholders and Developing a Culture of Fundraising
- Supporter Care and Stewardship

LIVE AND VIRTUAL TUTOR-LED SEMINARS PLUS 1-2-1 COACHING SESSIONS

SUPPORT FROM NEURODIVERSITY SPECIALIST



PART-TIME OPTION AVAILABLE FOR THOSE WORKING 20 TO 30 HOURS/WEEK (C24 MONTH PROGRAMME)



## MODULE ONE

### BUSINESS AND COMMERCIAL AWARENESS

- Business plans, visions and values and how they align with marketing plans and campaigns
- The business sector and the elements of strategic context
- The rise of marketing metrics
- The importance of budgets

## MODULE TWO

### BRAND AND REPUTATION

- Branding decisions and how they relate to the corporate brand
- The power of brands and how they help build relationships and loyalty
- Corporate identity and reputation
- The importance of brand consistency
- How organisations react when a brand/image is damaged

## MODULE THREE

### MARKETING RESEARCH AND EVALUATION

- How to commission marketing research
- The principles of marketing research and how it influences marketing activity
- Sources of data and methodologies
- Application of quantitative and qualitative research techniques

## MODULE FOUR

### MARKETING CONCEPTS AND THEORIES

- Marketing Concepts – Features/benefits of products and services
- The application of the 7 principles of marketing within marketing plans and strategies
- The function and role of the Marketing Executive
- Introduction to concepts of brand positioning and management
- The push, pull and profile concepts for marketing

## MODULE FIVE

### MARKETING CONTENT AND COMMUNICATIONS PLANS

- Developing the right content for communicating and promoting the product/service for sale/use
- The 7Cs of communication
- The power of imagery over words

## MODULE SIX

### MARKETING PLANNING AND CAMPAIGNS

- Segmentation, targeting, and positioning
- What does a marketing plan look like and how does it relate to a marketing campaign?
- The marketing landscape and different market segments
- Creating marketing campaigns for a new product or service

## MODULE SEVEN

### CRM AND STAKEHOLDER MANAGEMENT

- Stakeholder engagement and communication through communication plans
- The principles of customer relationship management
- The difference between CRM principles and approach and CRM systems
- How to use CRM systems and their role in marketing

## MODULE EIGHT

### BRINGING PRODUCTS AND SERVICES TO MARKET

- The role of the three Ps of marketing communication
- Basic principles of product development and product/service portfolios and lifecycles
- The marketing landscape and routes to market
- Market segmentation and positioning
- Global marketing

## MODULE NINE

### MARKETING EXECUTIVE AS A PROFESSIONAL

- The key skills and behaviours for the role of a Marketing Executive
- Differences between professionalism and ethics
- The relationships between diversity and inclusion and marketing

## MODULE TEN

### END POINT ASSESSMENT PREPARATION

- Revision sessions for knowledge, skills, and behaviours
- Preparation for the final assessment, including assessor questions
- Application of marketing knowledge and skills as a marketing executive
- Effective communication with stakeholders
- Demonstrating understanding of marketing concepts in practical scenarios

5 MONTHS

### GATEWAY READINESS AND END POINT ASSESSMENT



- Knowledge Test - 90 minute online multiple-choice test
- Project Showcase - project report, presentation and Q&A which showcases a work-based project
- Professional Discussion - 50 minute discussion between the apprentice and Independent Assessor





## MODULE ONE

### STRATEGIC MARKETING CONCEPTS AND THEORIES

- Digital and traditional marketing environment analysis techniques to generate insight
- Stakeholder analysis
- Brand management

Month 1

## PROJECT TWO MARKETING PLAN

- Using the marketing mix to support the strategic planning process
- Using the communications mix to support the strategic planning process
- Alignment with the business plan and objectives

Month 6

## MODULE TWO MARKETING PLAN AND STRATEGY

- Strategic planning
- Segmentation, targeting and positioning
- Developing a business case for change
- Developing recommendations and justifying strategic decisions
- Strategic management approaches
- Developing competitive advantage
- Marketing strategy decisions

Month 2

## MODULE FIVE MEASURING AND DELIVERING RETURN ON INVESTMENT

- Financial measures and control ratios
- Critical success factors and KPIs
- Marketing dashboards
- Organisational resources and contribution to marketing success
- Marketing effectiveness
- The role of marketing metrics in planning

Month 7

## PROJECT ONE BUSINESS CASE

- Using market research results to inform planning and activities
- Simplifying complex data and presenting findings and recommendations to the organisation
- Influence, negotiation and persuasion of key stakeholders to gain support

Month 3

## MODULE SIX PRODUCT AND CUSTOMER PORTFOLIO MANAGEMENT

- Segmentation, targeting and positioning
- Making strategic investment decisions for products & services and brands
- The role of product and customer portfolio management in marketing planning
- Customer lifetime value

Month 8

## MODULE THREE THE MARKETING MIX AND PLAN

- Consumer decision making
- B2B versus B2C marketing
- Customer journey mapping
- Marketing mix
- Campaign planning
- Digital toolbox

Month 4

## PROJECT THREE VALUE PROPOSITIONS

- Understand how value propositions are developed in line with an organisation's values and core competencies
- Develop a compelling value proposition to attract consumers and gain increase in new business

Month 9

## MODULE FOUR CONSUMER DECISION-MAKING, SCENARIO & CONTINGENCY PLANNING; REPUTATIONAL IMPACT

- Business decision-making process
- Organisational decision-making unit & buying unit members
- Introduction to consumer behaviour and effects on the marketing mix
- Stakeholder and public relations
- Crisis communications and communications planning
- Scenario planning and assessment

Month 5

## MODULE SEVEN MARKETING RESOURCE MANAGEMENT

- The role of culture
- Outsourcing and offshoring
- The role of metrics within marketing
- Decision making

Month 10

## PROJECT PLANNING

PROJECT CLARITY FRAMEWORK  
RISK & INTERDEPENDENCIES  
ENVIRONMENTAL ANALYSIS  
CONSUMER & ORGANISATIONAL BEHAVIOUR  
DATA ANALYSIS  
FINDINGS & RECOMMENDATIONS  
MONITOR & CONTROL



## PROJECT LEARNINGS

INQUIRY & RESEARCH  
IDEA GENERATION  
APPLICATION  
PROJECT MANAGEMENT  
COLLABORATION & CONNECTION  
INNOVATION  
DATA ANALYSIS



## MODULE EIGHT

### SERVICE DESIGN, DELIVERY AND IMPROVEMENT

- The role of communications in service design and delivery
- Characteristics of services
- The service marketing triangle
- Service consumption and expectation management
- Creating moments of truth
- Service performance evaluation
- Service failure and recovery

Month 11

## PROJECT FOUR SERVICE DELIVERY

- Service design and development
- Assess potential business impact and risks
- Leverage marketing communications

Month 12

## MODULE NINE

### EMERGING TRENDS AND THEMES IN MARKETING

- Examine the role of data sources in strategic decision-making and identifying emerging trends
- Examine sources of marketing information, digital research methods
- The role of marketing in international research and assessment
- Innovation cultures and organisational growth
- Radical versus incremental innovation
- The role of artificial intelligence in marketing

Month 13

## MODULE TEN

### CASE STUDY - HARLEY DAVIDSON

- International marketing
- Product portfolio management
- Applying the marketing mix
- Applying segmentation, targeting and positioning
- The role of brand in developing consumer tribes and loyalty

Month 14

## MODULE ELEVEN

### DEMONSTRATING MARKETING LEADERSHIP AND PREPARATION FOR EPA

- Business report writing skills
- Advanced presentation skills
- Professional dialogue skills
- Gateway readiness

Months 15, 16

## END POINT ASSESSMENT



- **Work Based Project Showcase** - project report and presentation with Q&A and professional discussion which showcases a work-based project for the development of a marketing plan
- **Professional Discussion** - a 70 minute structured discussion between the apprentice and Independent Assessor

Months 17, 18, 19 (21, 22 if needed)

**LIVE TUTOR-LED SEMINARS  
PLUS 1-2-1 COACHING SESSIONS**

**SUPPORT FROM NEURODIVERSITY  
SPECIALIST**



**MODULES ARE MAPPED TO THE  
CIM LEVEL 6 PROFESSIONAL  
DIPLOMA IN MARKETING**



## INTRODUCTION MARKETING 101

- The marketing mix
- How marketing fits into an organisation
- Finding your business's audience
- Common marketing channels

1 month

## MODULE MARKETING CONCEPTS & THEORIES

- Creating a mission statement
- Business structure and organisation
- Competitor analysis
- Core metrics and measurements
- Project management
- Marketing planning
- Budget setting and management
- Rules and regulations
- The ethics of marketing

**Assessment** to create a short marketing presentation covering competitor analysis, aims and objectives, ethical analysis, and marketing plan.

3 months

## MODULE CONTENT CREATION

- Online marketing channels
- Emerging marketing channels
- Working with external suppliers
- Email marketing
- SEO and PPC
- Social media
- Copywriting techniques
- Content creation using AI
- Audio and video content

**Assessment** involves creating content and explaining how it was created. Learners will be asked questions about their processes and how successful it was.

3 months

## MODULE BRAND STRATEGY

- What branding is, how to communicate a brand
- Tangible and intangible branding
- Analysing brand identity and impact
- Applying branding
- Promoting a brand
- Measuring brand effectiveness
- Offline marketing channels.

**Assessment** to create a brand case study, analysing how values are communicated and demonstrating what sets their business's brand apart from the competition.

3 months

## MODULE THE CUSTOMER JOURNEY

- The sales funnel
- Segmentation, targeting, positioning
- Customer relationship marketing
- The power of personalisation
- Audience research
- Aims and objectives
- Community management tools

**Assessment** to deliver a presentation outlining how their business uses customer relationship marketing along with suggestions for future activity.

3 months

## GATEWAY READINESS AND END POINT ASSESSMENT



1. Project report with presentation and questioning
2. Interview underpinned by portfolio of evidence

4 months

**LIVE TUTOR LED SEMINARS AND  
ROUND TABLES PLUS REGULAR  
1-2-1 COACHING SESSIONS**

**FLEXIBLE START DATES**



**SUPPORT FROM NEURODIVERSITY  
SPECIALIST**

**ADDED VALUE: WORKPLACE AND  
LIFE SKILLS DEVELOPMENT**



## MODULE ONE

### HOW TO USE A PROFESSIONAL DIGITAL SLR AND FULL FRAME CAMERA

- Developing confidence with the basics of the camera
- Photographic and lens theory
- Your organisation's processes and introduction to health & safety in the photographic workplace

## MODULE TWO

### INTRODUCTION TO LIGHTING

- Understand common industry equipment and which equipment is used in your workplace
- Using a camera flash, speedlite, strobes, modifiers and light meters
- Principles of light

## MODULE THREE

### USING LIGHT SOURCES TO CREATE AN IMAGE

- Application of lighting equipment
- Lens design and common lens aberrations

## MODULE FOUR

### HOW TO USE STUDIO LIGHTING AS A PROFESSIONAL

- Learn to manage a studio or location shoot - session plan, lighting plan, posing, health and safety and the basics of composition
- Use of social media

## MODULE FIVE

### BUSINESS AND WORKING WITH CLIENTS

- How to run a photography business
- Customer engagement
- Pricing and marketing

## MODULE SIX

### LEGAL REQUIREMENTS

- The legal & regulatory requirements a photographer needs to understand and manage

## MODULE SEVEN

### PHOTOSHOP AND RETOUCHING

- Manage digital workflow from camera output through format choice, editing, retouching, saving and backup
- Basic photoshop techniques
- Imaging system troubleshooting

## MODULE EIGHT

### ADOBE LIGHTROOM

- Using Adobe Lightroom
- Up-to-date techniques for editing and manipulating images

## MODULE NINE

### VIDEO TECHNIQUES

- Use and manipulate video and audio files to tell a story
- Adobe Premier Pro
- Camera techniques

## MODULE TEN

### PHOTOGRAPHY ASSOCIATIONS AND AI

- Sources of industry knowledge, including professional associations
- Artificial Intelligence and photography

## MODULE ELEVEN

### BUSINESS AND INDUSTRY KNOWHOW

- Job roles in the photography industry
- Insurance and licenses
- Printing

## MODULE TWELVE

### DRONES AND META DATA

- How to use drones as part of your workflow
- Licensing requirements for drones
- Using metadata and keywords

## GATEWAY READINESS AND END POINT ASSESSMENT

### PREPARATION FOR END POINT ASSESSMENT



### END POINT ASSESSMENT

- Photography Project - project report and presentation followed by question and answer session
- Professional Discussion - guided discussion underpinned by a portfolio of evidence





## MODULE ONE INTRODUCTION TO POLICY

- Introduction to policy, including definition, function and value of the policy-making process
- The learner's organisation's values, goals and key challenges
- Key policy concepts with real world examples

## MODULE SEVEN INFLUENCING POLICY

- Lobby groups and the lobbying process
- How organisations influence public policy, and the bounds of legitimate influence
- Techniques to build convincing arguments and exert power

## MODULE TWO RESEARCH AND EVALUATION

- Horizon-scanning
- Research and evaluation skills, and how to apply them to policy areas
- Outcomes, impacts, success and progress measures (including KPIs)
- Commonly-used research methods

## MODULE EIGHT DEVOLUTION

- Devolved administrations & legislatures of Wales / Scotland / N Ireland
- Relationship between devolved administrations and Westminster - structure, which powers are devolved or reserved.
- How regional devolution has been advanced within England
- Key powers and functioning of local authorities.
- How public perceptions can impact on policy-making & implementation

## MODULE THREE STAKEHOLDERS AND CONSULTATION

- The key principles of stakeholder engagement and analysis
- Consultation and engagement planning and best practices
- Working with stakeholders and interest groups
- The impact of consultation

## MODULE NINE IMPLEMENTING POLICY

- Broad processes involved in creating and implementing policy within national and local government, and the wider Public Sector
- White and Green papers in the legislative process
- The relationship between central and local government

## MODULE FOUR ANALYSIS AND FEEDBACK

- Understanding and using results from consultations and other data sources
- Tools and techniques for analysis
- How to gather and use feedback
- How to gather, store and analyse data

## MODULE TEN ETHICAL AND EFFECTIVE POLICY

- Features of effective and ineffective policy-making
- Policy as a process and as an outcome
- Ethical dimensions of 'good' and 'bad' policy
- Forms of argument
- Logical and cognitive pitfalls common to the policy-making process

## MODULE FIVE PROJECT AND PROGRAMME MANAGEMENT

- Overview of project and programme management principles, methodologies and tools
- The importance of achieving value for money in a procurement or commissioning process
- Negotiation factors and methods
- The key components of a project plan

## END POINT ASSESSMENT PREPARATION 2

- Refresher and in-depth discussion of preparation techniques, with a focus on the project proposal

## GATEWAY READINESS AND END POINT ASSESSMENT



## END POINT ASSESSMENT PREPARATION 1

- Practical support to prepare for the End Point Assessment (EPA)

## MODULE SIX PARLIAMENT

- History, function and activities of the Westminster Parliament and the opportunities for policy professionals to engage in this process
- The law-making process and how it relates to Parliament and the policy-making process

## END POINT ASSESSMENT

- Project proposal, presentation and questioning
- Professional discussion underpinned by a portfolio of evidence

**LIVE TUTOR-LED SEMINARS  
PLUS 1-2-1 COACHING SESSIONS**



**SUPPORT FROM NEURODIVERSITY  
SPECIALIST**





# PR AND COMMUNICATIONS ASSISTANT

[www.jga-group.com/apprenticeships](http://www.jga-group.com/apprenticeships)

## INTRODUCTION

### ESSENTIALS OF PR AND COMMS

- Intro to PR and Comms
  - Key considerations of the job, Introduction to the role / sector, Behaviours, Mindset
- Organisational Structure and Strategy
  - Company structure, Business objectives, Stakeholder management, Legal, regulatory and risk, Sustainability
- Communication Strategy
  - Communication plans, Communication techniques, Technology

1 month

## MODULE ONE

### INTERNAL AND EXTERNAL MEDIA

- The purpose of the press office including how to prepare and deliver a pitch and work effectively with journalists
- Adapting communications for both internal and external purposes and audiences
- How to consider reputational risk in the creation and distribution of internal and external media content
- Applying codes of practice and codes of conduct in the context of internal and external media including the handling of crisis communications
- How to evaluate and critically analyse the data output of media communications

**Project:** Produce an internal release or press release in line with business and communications objectives

3 months

## MODULE TWO DIGITAL MEDIA

- Reviewing different social media channels and platforms and their key demographics and content types
- How to plan, prepare and develop digital content including social media copy, video, infographics, images and graphics
- Using different IT packages to plan, prepare, develop and distribute digital media content
- Using digital tools to enable content distribution and evaluation including content management systems and digital listening tools
- Applying codes of practice and codes of conduct in the context of digital media including transparency vs. confidentiality, e-safety and resilience practices
- How to evaluate and critically analyse digital media communications

**Project:** Create digital content with identified audiences and channels, in line with business and communications objectives

3 months

## MODULE THREE

### WRITTEN COMMUNICATIONS

- Scoping different written outlets and assessing the best options for potential situations
- Key considerations and approaches for developing written content including press releases, copy, blogs and newsletters
- Collaborative working practices for the development of written media that build trust and how these impact on own role
- Exploring the value that public relations and communication brings to a business and key stakeholders
- Applying codes of practice and codes of conduct in the context of written media including misinformation, fake news, biases and objectivity
- How to evaluate and critically analyse the success of written communications

**Project:** Prepare and publish a piece of written content in line with a communications strategy

3 months

### PERSONAL PROJECT WORK AND EPA PREPARATION

- Skills coaching
- Application of knowledge
- Portfolio building
- Small group round tables
- EPA preparation

2 months

### GATEWAY READINESS AND END POINT ASSESSMENT



1. Written project report with presentation and questioning
2. Professional discussion underpinned by a portfolio of evidence

4 months

**LIVE TUTOR LED SEMINARS AND ROUND TABLES PLUS REGULAR 1-2-1 COACHING SESSIONS**

**FLEXIBLE START DATES**



**SUPPORT FROM NEURODIVERSITY SPECIALIST**

**ADDED VALUE: WORKPLACE AND LIFE SKILLS DEVELOPMENT**



## INTRODUCTION INTRODUCTION TO SERVICE DESIGN AND SIMULATION

- Why service design matters
- Key principles of service design
- How to adopt a service design mindset
- Simulation to understand and practice the service design process

## MODULE FIVE SUCCESSFUL CONCEPT DELIVERY

- Project management
- Change management
- Agile principles
- Service blueprinting

## MODULE ONE THEORETICAL APPROACHES AND METHODOLOGIES IN DESIGN WORK

- Theory of service design and thinking
- Ideation and prioritisation tools / techniques
- Digital service design tools e.g. AI
- New and emerging trends
- Continuous improvement

## MODULE SIX EQUITABLE AND SUSTAINABLE SERVICE DESIGN

- Equity, justice, diversity, and inclusion
- Regulatory and legal considerations
- Sustainability approaches

## MODULE TWO DISCOVERY METHODS

- Research methodologies
- Research ethics
- Pain point identification and analysis
- Customer journey mapping and service safaris

## PROJECT THREE FACILITATING, LEADING IMPLEMENTATION AND CONTINUOUS IMPROVEMENT

## PROJECT ONE MAPPING USER EXPERIENCE AND CO-CREATING SERVICE DESIGN SOLUTIONS

## END-TO-END PROJECT: SERVICE DESIGN CHALLENGE

3 Months

## MODULE THREE SERVICE PROTOTYPING

- Evaluation methodologies
- Digital and physical prototyping
- Rapid prototyping
- Measuring impact

## EPA PREPARATION DEMONSTRATING USER-CENTERED SERVICE DESIGN AND PREPARATION FOR EPA

## MODULE FOUR COLLABORATIVE DESIGN

- Working with multi-disciplinary teams
- Collaboration tools
- Co-creation
- Training needs identification

## GATEWAY READINESS AND END POINT ASSESSMENT



## PROJECT TWO PROTOTYPING AND BLUEPRINTING A SERVICE DESIGN SOLUTION

## END POINT ASSESSMENT

- Work based project with presentation and questioning
- Professional discussion underpinned by a portfolio of evidence

4 Months





# SYSTEMS THINKING PRACTITIONER

## MODULE ONE

### INTRODUCTION TO SYSTEMS THINKING AND THE APPRENTICESHIP

- Introduction to Systems Thinking
- The Systems Thinking Apprenticeship
- What is a systems thinker?
- Core systems concepts, principles and laws
- Problems and case studies

## MODULE TWO

### THE TOOLS OF SYSTEMS THINKING

- Introduction to Systems Thinking approaches
- Systems interventions
- Systems diagramming
- Systems modelling
- Systems mapping

## MODULE THREE

### SENSE MAKING OF COMPLEX, MESSY PROBLEMS

- Learning styles
- Mental models
- Sense making
- Learning about learning
- Enhancing creativity and inquiry
- Continued diagramming

## MODULE FOUR

### WORKING WITH SELF AND OTHERS

- Understanding self and others bias, Learning cycles, communication and listening
- Reflection and reflexivity practices
- Stakeholder engagement, facilitation, change management and leadership

## MODULE FIVE

### INTERVENTIONS INTRODUCTION

- Introduction to systems interventions
- The lifecycle of an intervention
- Working with iteration, intervention planning, data and information

## MODULE SIX

### SYSTEMS APPROACHES

- Deep dive into systems approaches, with live demos and learning how to put each into practice:
  - Critical Systems Heuristics
  - Soft Systems Methodology
  - Viable Systems Model
  - System Dynamics
- Multimethodology
- Systems Approaches Review

5 Months

## MODULE SEVEN

### INTERVENTIONS

- Review of systems interventions from the perspective of each approach
- Planning an Intervention
- Stakeholder management: mapping, inclusivity, facilitation, ethics, power
- Interventions and Core Systems Concepts
- Common intervention problems

## MODULE EIGHT

### PORTFOLIO EVIDENCE BUILDING

- Deep dive into the Assessment methods and necessary preparations
- Working with learners to build out their portfolio of Evidence

## MODULE NINE

### ORGANISATIONAL LEARNING

- Developing a culture of learning in an organisation
- Communities of practice
- Social learning systems
- Sustainable change
- Working with ethics and power

## MODULE TEN

### YOU AS A PRACTITIONER

- Reinforcing reflection and reflexivity practices
- Learning and knowing yourself; You as a part of the system
- Professional networks & events and career development in ST

### APPLYING SYSTEMS THINKING

- Plan your report proposal
- Using systems thinking in your workplace
- Project work for evidence building
- Report writing skills
- Professional discussion skills

3 Months

### GATEWAY READINESS AND END POINT ASSESSMENT

#### PREPARING TO FINISH

- Check validity, scope and boundaries of the system of interest or focus proposal
- Quality review of evidence for portfolio



#### END POINT ASSESSMENT

- Work-based Project Report with Presentation
- Professional discussion underpinned by Portfolio

4 Months

