

The Chesterfield
College Group

Can your business benefit from a digital boost?

New Digital Apprenticeships available through the Chesterfield College Group aim to develop the digital activity in your business to make a real difference to your bottom line. By choosing the Chesterfield College Group you'll also take advantage of:

- Our free recruitment and candidate matching service
- Excellent levels of support
- Hybrid online and/or in person training to benefit your apprentice and their work commitments
- Expert tutors with years of digital industry experience
- After the apprenticeship period, a new member of your workforce trained to a high standard using the systems embedded in your business



Follow the QR code to find out more about how we can support your business, how to take on an apprentice and what other

apprenticeships we offer, alternatively visit
www.chesterfield.ac.uk/appsforyourbusiness

Digital Apprenticeships on offer:



Level 3 Content Creator

Ever wondered how businesses grow such a large following online to help raise awareness and generate new business? That's where a Content Creator comes in. A Content Creator makes and delivers vibrant and eye-catching content for digital channels and platforms such as websites and social media. This content often targets a specific end user or audience to raise awareness of your business. Regardless of industry the role is incredibly beneficial to the bottom line.

Level 3 Digital Marketer

Traditional marketing techniques are being dropped in favour of digital platforms due to better, more measurable return on investment as well as being environmentally friendly in comparison to print. Skills are in high demand within these areas and business are keen to reduce marketing costs by introducing innovative ways of promoting their business through social media and digital means. The primary role of a digital marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention. In short, if you want to minimise any wastage in your shift to online advertising you need a Digital Marketer.



Level 3 Information Communications Technician

Any organisation now relies heavily on computer and communications systems in all areas of their operations. It is therefore crucial to ensure the optimal performance and maintenance of systems. An Information Communication Technician (ICT) is critical to achieving this. The role aims to deliver efficient operation and control of the IT and/or Telecommunications infrastructure (comprising of physical or virtual hardware, software, network services and data storage) either on-premises or to end-users provisioned as cloud services that are required to deliver and support the information systems needs of an organisation. In short, if you want your systems to work and work well, you need a Information Communications Technician.



Level 3 Data Technician

The broad purpose of the occupation is to source, format and present data securely in a relevant way for analysis using basic methods. The role uses data to help support your businesses outcomes; blend data from multiple sources to support business decisions and apply legal and ethical principles when manipulating data. Using data effectively is crucial to any organisation and could lead to any number of successes such as increased profits, reduced wastage, better return on investments and customer satisfaction.

