

INTRODUCING

DIGITAL BUSINESS ACADEMY



BY LINCOLN COLLEGE



Lincoln / Newark / Gainsborough

A FAST-TRACK TO A SUCCESSFUL CAREER IN BUSINESS

WHAT IS THE DIGITAL BUSINESS ACADEMY?

The Digital Business Academy is a brand-new concept coming to Lincoln that will train you up with industry-standard qualifications as well as quality work experience.

The Academy will centre around an internship-style placement at a local business, with you also attending College to gain qualifications.

At your placement you'll be able to apply knowledge gained at college straight to real-life work scenarios.

At the end of your internship you'll be offered an apprenticeship interview with one of our partner firms.

This means you'll get the opportunity to be in full-time paid work while continuing to gain further qualifications.

THE PERFECT RECRUIT?

You'll be passionate about succeeding in business. You'll have an awareness of all things digital with a keen interest in social trends and marketing.

Whether you've got some experience already or are new to the digital marketing world – you'll earn everything you need to start your career.

WHAT WILL THE BUSINESS REQUIRE FROM YOU?

You'll work for the employer two days a week and attend College three days a week

The course, which is due to start in January 2020, has been developed through consultation with over a dozen innovative local employers that are looking to boost their marketing teams.

WHAT WILL YOU GET FROM THE INTERNSHIP?

You'll gain your core qualification plus professional certifications including Google Ads Academy, Google Partner and Facebook Blueprint as part of your course – as well as gaining a host of working knowledge from your employer!

Everyone that completes the course and certifications will be guaranteed an apprenticeship interview with their relevant employer.

You'll already know the Business inside and out as well as the team – and they'll know you too, so you'll stand a good chance of being offered a place.

EMPLOYER BENEFITS

GUARANTEED apprenticeship interview with one of our employer sponsors on successful completion of your internship

VALUED qualification and digital marketing certifications that will put you ahead of your job-market competitors

REAL industry experience in top local businesses

FAST-TRACK to a career in business with the skills you need to progress rapidly

OUR INDUSTRY FOUNDING PARTNERS

**THESE LOCAL EXPERTS HAVE CO-DESIGNED THE DIGITAL
BUSINESS ACADEMY AND ITS COURSES**

DEAN GRAHAM - CITYX

Dean Graham is Founding Publisher of CityX and creator of Lincolnshire Business Expo, Lincolnshire Digital, Tech and Innovation Awards, Expo East and the Directors Conference.



PETER WATSON - DISTRACT

Peter Watson is Managing Director and co-Founder of Distract, an innovative and award-winning marketing agency.

WILLIAM STOKES - CO-SPACE GROUP

William Stokes is a British entrepreneur, property developer and Co-Founder & CEO of Co-Space, a large flexible workspace operator.



SIMON SMITH - JH WALTER

Simon Smith is the Residential Property Manager and a Partner. He has many years experience in Residential Sales of all types of properties from southern England through to the North Midlands.

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NEXT STEPS

1. Attend one of our **Student Info Events on Monday 6th January from 5-7pm** at Lincoln College. You'll find out more about the Academy and internship - plus employers will be showcasing their business and what they can offer you.

Register your place here

PLEASE NOTE THAT BY REGISTERING TO ATTEND THIS EVENT YOU ARE ALSO MAKING AN APPLICATION TO STUDY ON THE PROGRAMME

2. If you're successful and meet our entry requirements you'll be invited for an interview at one of our **Student Selection Events on Wednesday 15th January from 2-5pm**. Here you'll meet all of the employers in a 'speed-date' style and get to have a five-minute chat with them. **Our Internships will start on Monday 13th January.**

If you are successful at our Student Selection Events you'll be enrolled on the spot. You'll get the chance to meet your employers that evening and be given details of your start dates.

