



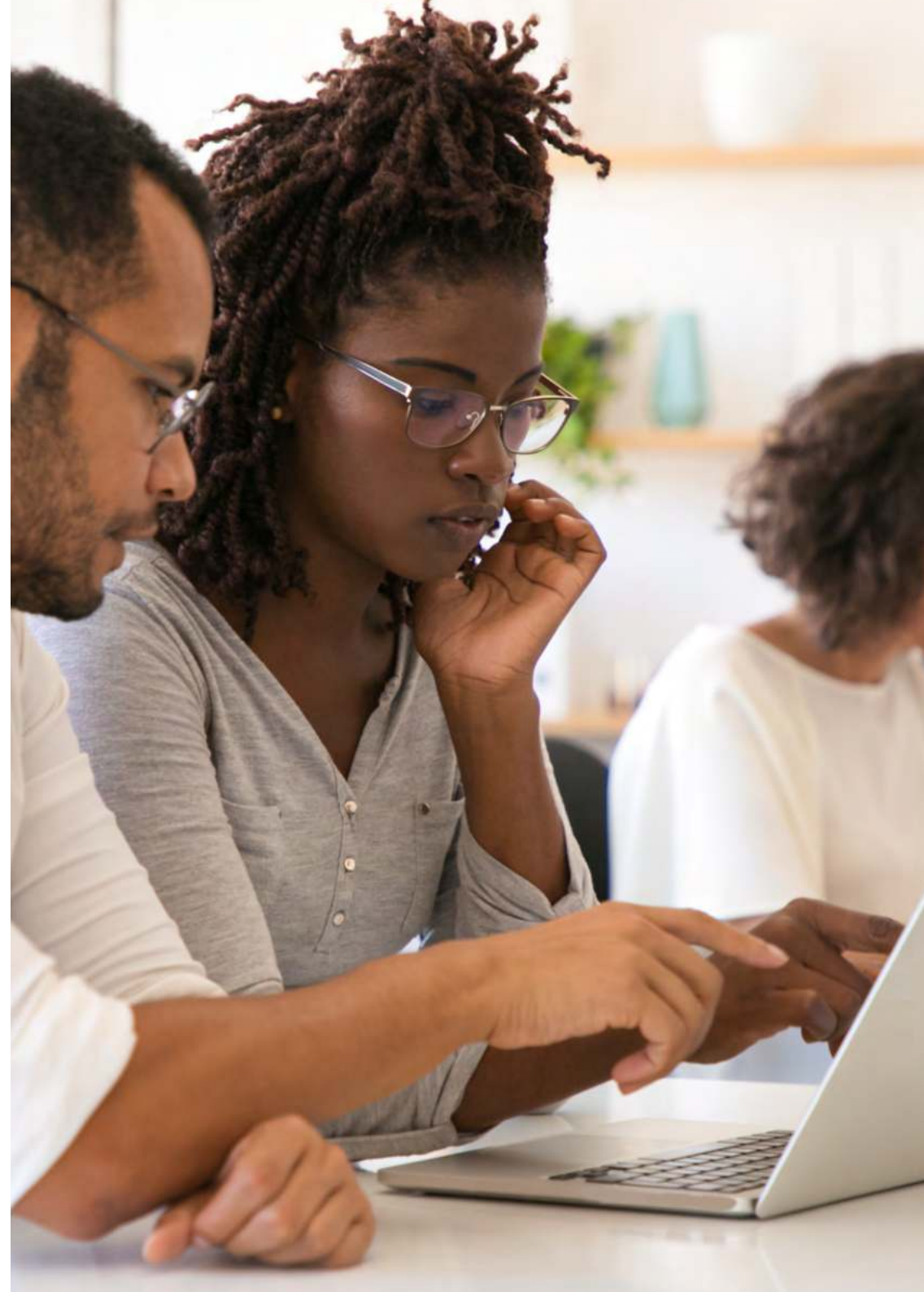
# TheLightBulb's Apprenticeships

"TheLightBulb are here to ensure you succeed, whether you are a business or someone looking for a career, we will put you on the right path to success."



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# Digital Marketer Level 3

## What is the Digital Marketer Apprenticeship?

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. A digital marketer will typically be working as part of a team, in which they will have responsibility for some of the straight forward elements of the overall marketing plan or campaign. The marketer will work to marketing briefs and instructions. They will normally report to a digital marketing manager, a marketing manager or an IT Manager.

## Typical job roles include:

Digital Marketing Assistant, Digital Marketing Executive, Digital Marketing Co-ordinator, Campaign Executive, Social Media Executive, Content Co-ordinator, Email Marketing Assistant, SEO Executive, Analytics Executive, Digital Marketing Technologist.

## What they will gain?

The apprenticeship will develop your ability to market your company to the next level and identify how to create an effective marketing campaign. Sending your employees on this apprenticeship will create a new dynamic of marketing and drive new customers towards your website.

## What are the requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment
- Must be allowed to use 6 hours a week of their working times to complete off the job training

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.

# Content Creator Level 3

## What is the Content Creator Apprenticeship?

A content creator (also referred to as a Creative Content Assistant) is responsible for developing and creating content that can be used across a variety of media including digital, social media, broadcast or in print. Working to the customer/client brief, they research, prepare and develop the media messaging to maximise audience engagement, capturing the strategy and objectives of the brand and needs of the customer they are representing.

The content they create can be used as part of media, advertising and marketing campaigns. Content Creators collaborate with designers and developers, using authoring languages to create content for the World Wide Web, which may include video, images, text (or "copy") and web pages and social media content, so an enthusiasm for technology and creating great online experiences is a must.

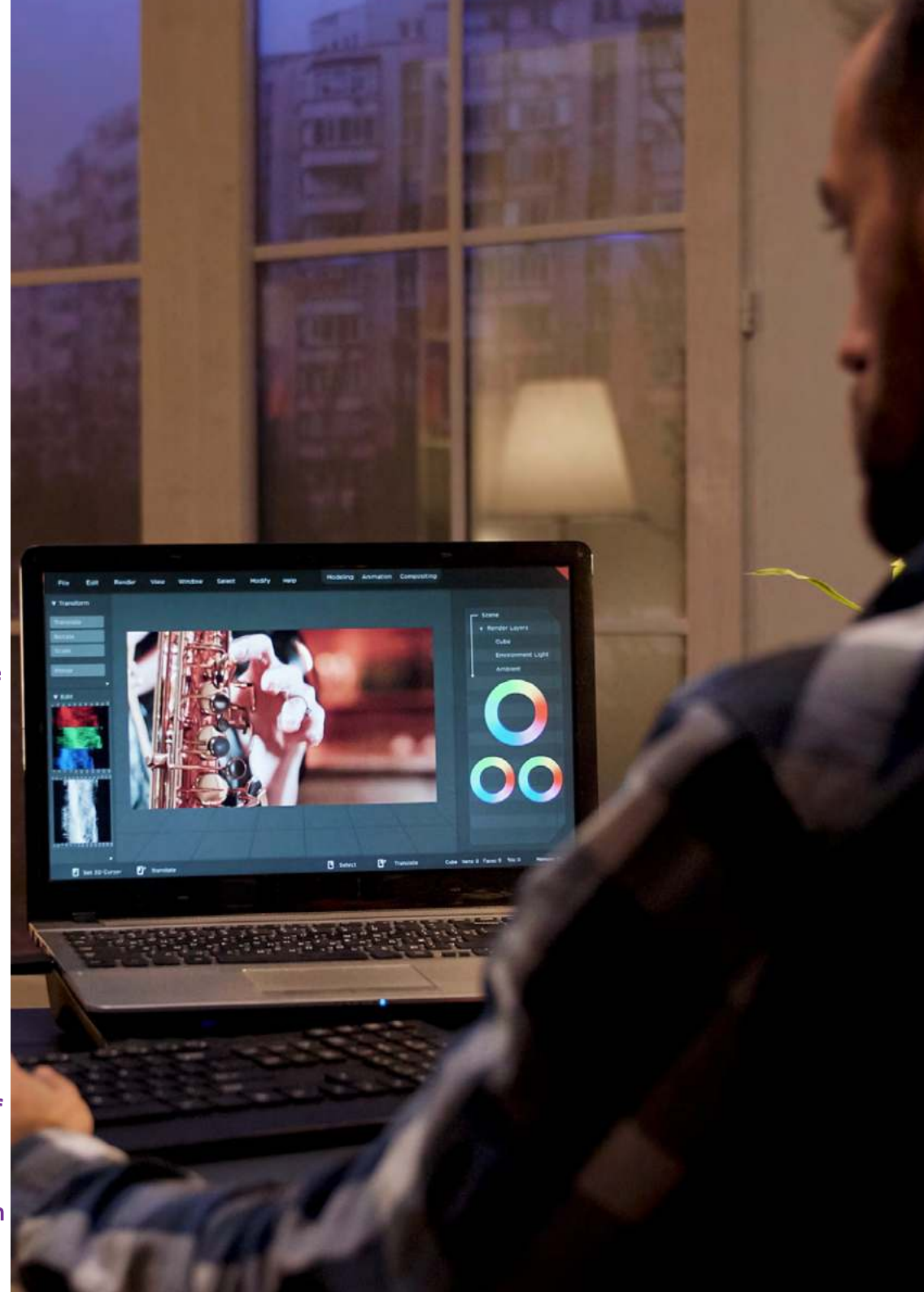
## What they will gain?

By completing this apprenticeship you will be able to understand how to produce engaging content, learn how to use SEO and analytics effectively and work towards a client's brief. This standard will bring attractive and interactive content throughout your company and will be supported by online workshops to help you throughout. By sending your employees on this apprenticeship it will generate creative and engaging content to grow your company throughout the industry.

## What are the requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment
- Must be allowed to use 6 hours a week of their working times to complete off the job training

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.







# Business Administrator Level 3

## What is the Business Administrator Apprenticeship?

The role may involve working independently or as part of a team and will involve developing, implementing, maintaining and improving administrative services. Business administrators develop key skills and behaviours to support their own progression towards management responsibilities. The responsibilities of the role are to support and engage with different parts of the organisation and interact with internal or external customers.

The business administrator is expected to deliver their responsibilities efficiently and with integrity – showing a positive attitude. The role involves demonstrating strong communication skills (both written and verbal) and adopting a proactive approach to developing skills. The business administrator is also expected to show initiative, managing priorities and own time, problem-solving skills, decision-making and the potential for people management responsibilities through mentoring or coaching others.

## What they will gain?

Upon completion of this apprenticeship, they will have identified how to work independently and as part of a team, developing, implementing, maintaining and improving administrative services across all sectors. By sending your employees on this apprenticeship it will generate a professional and responsible attitude throughout your workplace.

## What are the requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment
- Must be allowed to use 6 hours a week of their working times to complete off the job training

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.

# Customer Service Level 2

## What is the Customer Service Practitioner Apprenticeship?

The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation. Your core responsibility will be to provide a high quality service to customers which will be delivered from the workplace, digitally, or through going out into the customer's own locality. These may be one-off or routine contacts and include dealing with orders, payments, offering advice, guidance and support, meet-and-greet, sales, fixing problems, after care, service recovery or gaining insight through measuring customer satisfaction. You may be the first point of contact and work in any sector or organisation type.

You provide service in line with the organisation's customer service standards and strategy and within appropriate regulatory requirements. Your customer interactions may cover a wide range of situations and can include; face-to-face, telephone, post, email, text and social media.

## What they will gain?

By completing this apprenticeship you will have demonstrated excellent customer service skills and behaviours as well product knowledge when delivering to your customers. You will have covered a wide range of customer interaction's and developed the skills to deal with them until the customer is satisfied. The skills and abilities will be transferable between external and internal customer interactions.

## What are the requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment
- Must be allowed to use 6 hours a week of their working times to complete off the job training

Apprentices without level 1 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.







# Customer Service Level 3

## What is the Customer Service Specialist Apprenticeship?

The main purpose of a customer service specialist is to be a 'professional' for direct customer support within all sectors and organisation types. You are an advocate of Customer Service who acts as a referral point for dealing with more complex or technical customer requests, complaints, and queries. You are often an escalation point for complicated or ongoing customer problems.

As an expert in your organisation's products and/or services, you share knowledge with your wider team and colleagues. You gather and analyse data and customer information that influences change and improvements in service. Utilising both organisational and generic IT systems to carry out your role with an awareness of other digital technologies. This could be in many types of environment including contact centres, retail, webchat, service industry or any customer service point.

## What they will gain?

By completing this apprenticeship you will be able to analyse data and customer information that influences change or improvements in the workplace, utilise both organisational and generic IT systems to carry out your role with awareness of other digital technologies. The candidate will be able to show a customer-friendly attitude around the workplace.

## What are the requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment
- Must be allowed to use 6 hours a week of their working times to complete off the job training

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.

# HR Support Level 3

## What is the HR Support Apprenticeship?

HR Professionals in this role are typically either working in a medium to large organisation as part of the HR function delivering front line support to managers and employees, or are a HR Manager in a small organisation. Their work is likely to include handling day to day queries and providing HR advice; working on a range of HR processes, ranging from transactional to relatively complex, from recruitment through to retirement; using HR systems to keep records; providing relevant HR information to the business; working with the business on HR changes.

They will typically be taking ownership for providing advice to managers on a wide range of HR issues using company policy and current law, giving guidance that is compliant and where errors could expose the organisation to employment tribunals or legal risk. In a larger organisation they may also have responsibility for managing a small team – this aspect is outside the scope of this apprenticeship and will need to be covered separately by the employer.

## What they will gain?

A successful applicant would have gained knowledge on complex HR processes, an understanding of how to handle day to day queries and improve the procedures of it and recognize the responsibility of managing a small team. Once your employee has completed this apprenticeship they will improve the work environment and bring a new positive attitude towards your department.

## What are the requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment
- Must be allowed to use 6 hours a week of their working times to complete off the job training

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.







# Team Leader or Supervisor Level 3

## What is the Team Leader Apprenticeship?

A team leader/supervisor is a first line management role, with operational/project responsibilities or responsibility for managing a team to deliver a clearly defined outcome. They provide direction, instructions and guidance to ensure the achievement of set goals. Working in the private, public or third sector and in all sizes of organisation, specific responsibilities will vary, but the knowledge, skills and behaviours needed will be the same whatever the role.

This apprenticeship has been designed to provide access to development opportunities for as wide a range of individuals as possible. This includes individuals who are at the start of their career in leadership and management and who wish to take their first steps into professional management. It is also appropriate for those in management roles who may already have developed practical experience but who wish to advance their theoretical understanding of management skills.

## What they will gain?

While completing the apprenticeship you will develop attributes to support job roles within team leading. You will build transferable skills to be used across all supervisor roles and how to effectively manage a team professionally. Sending your employees on this apprenticeship will generate an effective member of your team who can help across all sectors regarding management and be able to provide useful information to make a customer-friendly workplace.

## What are the requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment
- Must be allowed to use 6 hours a week of their working times to complete off the job training

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.

# Operations or Dept Manager Level 5

## What is the Operations Departmental Manager Apprenticeship?

An operations/departmental manager is someone who manages teams and/or projects, and achieving operational or departmental goals and objectives, as part of the delivery of the organisations strategy. They are accountable to a more senior manager or business owner.

Working in the private, public or third sector and in all sizes of organisation, specific responsibilities and job titles will vary, but the knowledge, skills and behaviours needed will be the same. Key responsibilities may include creating and delivering operational plans, managing projects, leading and managing teams, managing change, financial and resource management, talent management, coaching and mentoring.

## What they will gain?

While completing this apprenticeship you will understand key responsibilities which may include creating and delivering operational plans, managing projects, managing the department and team within it and coaching your employees. This apprenticeship has been designed to provide access to development opportunities and create a manager who can improve performance across all sectors of the business.

## What are the requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment
- Must be allowed to use 6 hours a week of their working times to complete off the job training
- Must be in a management position with direct reports and have responsibility for planning, delivering and achieving departmental goals

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.







# Learning & Development Practitioner Level 3

## What is the L&D Practitioner Apprenticeship?

L&D Practitioners are typically involved with identifying learning/training needs, designing/sourcing training and learning solutions, delivering and evaluating training, and working with stakeholder/ business area managers. The role focus is often on the practical delivery of training. The L&D Practitioner will typically have expertise and competence in their specific field whether it be technical, vocational or behavioural (e.g. use of software, food preparation, working in teams).

They link the learning within their area of responsibility to business objectives and performance, understanding the learning cycle and working by it. The role can be more specialist, with a focus on and requiring in-depth expertise in a specific area of L&D such as learning design, e-learning or digital/blended learning. Whichever of these is an area of focus; the L&D Practitioner is future focused, understands the business context / culture and has a good grounding across the whole training and learning cycles.

## What they will gain?

A successful applicant will have developed a new wide range of skills which include; contributing, influencing and improving techniques in the workplace at an individual, team and organisation level. The applicant will acquire new relevant skills from working alongside colleagues who specialise in Human Resources and working with them to report to an L&D Business Partner/Consultant or Manager.

## What are the requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment
- Must be allowed to use 6 hours a week of their working times to complete off the job training

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.

# Learning & Development Consultant Level 5

## What is the L&D Consultant Apprenticeship?

A Learning & Development (L&D) Consultant/ Business Partner is accountable for ensuring L&D contributes to, and influences, improved performance in the workplace at an individual, team and organisation level. They also have the commercial responsibility to align learning needs with the strategic ambitions and objectives of the business. They are agents for change, influencing key stakeholders, making decisions and recommendations on what the business can / should do in an L&D context. They are also likely to lead on any L&D related elements of business projects.

The L&D Consultant / Partner will often have expertise and competence in a specific field whether it be technical, vocational or behavioural. They link the work they do to the context and strategic priorities of the business and measure the outcomes and impact of any learning interventions, to demonstrate a return on investment/expectation.

## What they will gain?

Once completed the apprenticeship you will have a good grounding across all sectors of L&D with a business-focused mindset. The apprenticeship will give you the ability to work within a range of organisations including private, public and third sectors. By sending your employees on this apprenticeship it will produce a candidate who is capable of creating an efficient workplace and influence improvements on your strategic ambitions and objectives of the business.

## What are the requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment
- Must be allowed to use 6 hours a week of their working times to complete off the job training

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.







# Teaching Assistant Level 3

## What is the Teaching Assistant Apprenticeship?

Teaching Assistants work in Primary, Special and Secondary education across all age ranges encompassing special educational needs and emotional vulnerabilities. The primary role of the Teaching Assistant is to support the class teacher to enhance pupils' learning either in groups or individually, ensuring pupils understand the work set, know their learning objectives and stay on task in order to make progress. Promoting self-belief, social inclusion and a high self-esteem play an integral part to pupils' well-being; ensuring pupils thrive in a positive, nurturing, safe environment.

It is an active role supporting the learner to access the curriculum. They are good role models, act with honesty and integrity, take part in team meetings; contribute to planning and class activities. Promoting Fundamental British Values through spiritual, moral, social and cultural development and positive behaviours are crucial in contributing to improved pupil progress and development.

## What they will gain?

While completing the apprenticeship you will learn how to promote self-belief and social inclusion; ensuring pupils thrive in a positive, nurturing and safe environment. You will be taking part in team meetings and contributing to planning and class activities. You will also be promoting Fundamental British Values through spiritual, moral, social and cultural development to ensure you are contributing to improving pupil progress and development.

## What are the requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment
- Must be allowed to use 6 hours a week of their working times to complete off the job training

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.

# Recruitment Resourcer Level 2

## What is the Recruitment Resourcer Apprenticeship?

A recruitment resourcer may be employed in any organisation that requires a recruitment function. Their role is to identify, attract and shortlist candidates for the recruitment process to fulfil the requirements of the business brief and provide resourcing support to the recruitment function. They may also be required to identify new business opportunities.

A career in recruitment as a recruitment resourcer can appeal to those individuals who possess an entrepreneurial outlook. It provides the opportunity for reward and high earning potential. Many opportunities arise for professional and personal development within the recruitment sector with transferable skills being respected throughout industry as a whole.

## What they will gain?

While completing this apprenticeship you will be able to identify how to successfully recruit candidates to meet the business requirements and develop respected transferable skills throughout the recruitment sector. You will also be providing resourceful information to support the recruitment processes. Sending your employees on this apprenticeship will create new ways to make recruitment safer and more efficient.

## What are the requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment
- Must be allowed to use 6 hours a week of their working times to complete off the job training

Apprentices without level 1 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.







# Recruitment Consultant Level 3

## What is the Recruitment Consultant Apprenticeship?

Predominantly employed within the recruitment sector, the recruitment consultant's role is to identify and secure job opportunities within client organisations. They attract candidates and successfully place them in those jobs in return for a fee. A recruitment consultant may focus on the supply of flexible workers, permanent placements or a combination of both.

A career in recruitment as a recruitment consultant can appeal to those individuals who possess an entrepreneurial outlook. It provides the opportunity for reward and high earning potential. Many opportunities arise in the recruitment sector for personal and professional development, such as team leader and or managerial roles.

## What they will gain?

On completion of this apprenticeship, you will be able to secure client recruitment opportunities in line with corporate and personal goals and be able to place suitable candidates to meet requirements in order to achieve revenue. You will have the confidence and ability to ensure high levels of customer satisfaction and quality standards throughout your client relationship.

## What are the requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment
- Must be allowed to use 6 hours a week of their working times to complete off the job training

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.



# Retail Team Leader Level 3

## What is the Retail Team Leader Apprenticeship?

Guiding and coordinating staff, their work, and sales within a retail environment.

Retail team leaders are a critical support to managers, delivering exceptional customer service and a positive experience to customers, and may have to deputise for managers in their absence.

The role is dynamic and in one day, can involve a variety of different functions. Most significantly, retail team leaders guide and coordinate the work of the team to complete tasks, identify and explore opportunities that drive sales, ensuring team members maintain business standards in relation to merchandising, service and promotional activities, in line with procedures.

Retail team leaders gain the most from their team on a day-to-day basis, ensuring they are fully trained and work effectively and to the best of their ability.

## What they will gain?

On completion of this apprenticeship, you will gain experience in all aspects of a multisite and multichannel retail business and develop high level knowledge of retail management. The apprenticeship will teach candidates how to plan, organise, prioritise a team in a retail environment. You will be leading a team daily, setting targets and reviewing progress.

## What are the requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment
- Must be allowed to use 6 hours a week of their working times to complete off the job training

Apprentices without level 1 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.







# Retailer Level 2

## What is the Retailer Apprenticeship?

The main purpose of a retailer is to assist customers when they purchase products and services, which requires a good understanding of the stock being sold, the variety of ways customers can shop and the ability to process payments, for example, using a till.

Retailers must be passionate about delivering a quality service that always aims to exceed customers' expectations. Therefore, retailers enjoy direct contact with a wide range of people and are motivated by completing a sale and knowing a customer is happy with their purchase. They can work in a variety of shops and other retail establishments: small boutiques, large high street chains, supermarkets and well-known department stores are just some examples.

Regardless of the type of products and services being sold, a wide representation of employers from across the retail industry have defined this standard and agreed that the knowledge, skills and behaviours that apprentices must have to do their job are the same.

## What they will gain?

On completion of this apprenticeship, you will gain experience in all aspects of a multisite and multichannel retail business and develop high level knowledge of in store products. The apprenticeship will teach real world skills in practical and luxury work environments, including how to serve customers from around the globe, driving loyalty and being commercially savvy.

## What are the requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment
- Must be allowed to use 6 hours a week of their working times to complete off the job training

Apprentices without level 1 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.



## Price List

	Levy Employers	Non Levy
Digital Marketer Level 3	£11,000	£550 + VAT
Content Creator Level 3	£10,000	£500 + VAT
Business Administrator Level 3	£5,000	£250 + VAT
Customer Service Practitioner Level 2	£3,500	£175 + VAT
Customer Service Specialist Level 3	£4,000	£200 + VAT
HR Support Level 3	£4,500	£225 + VAT
Team Leader Level 3	£4,500	£225 + VAT
Operations Dept Manager Level 5	£7,000	£350 + VAT
L&D Practitioner Level 3	£6,000	£300 + VAT
L&D Consultant Level 5	£7,000	£350 + VAT
Teaching Assistant Level 3	£5,000	£250 + VAT
Recruitment Resourcer Level 2	£5,000	£250 + VAT
Recruitment Consultant Level 3	£5,000	£250 + VAT
Retail Team Leader Level 3	£4,000	£200 + VAT
Retailer Level 2	£4,000	£200 + VAT

\*You can use your companies Levy Pot



# Contact Us



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