

Bournemouth & Poole College

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Bournemouth & Poole College has launched a mid-year intake for its digital marketer apprenticeship, to support the extra demand for the course.

Due to the high demand both from employers in the digital marketing sector and students wishing to apply to the course, the College is currently accepting applications for a February 2019 start.

The Level 3 apprenticeship programme covers a range of topics including coding, the basic marketing principles and the main components of digital and social media strategies. Candidates will need to have five GCSEs (with a grade of 9-4), a relevant Level 2 apprenticeship and complete an aptitude test with a focus on IT and marketing, to be eligible to enrol onto the course.

Training will take place in the College's [Digital Skills Centre](#), which opened in May earlier this year, to help nurture students by equipping them with the skills and qualifications required to start their career in the local digital industry. The design of the new centre has incorporated a digital agency feel and contains state-of-the-art facilities which are similar to those found in the workplace. High spec IT equipment is also available including Adobe Creative Cloud.

Adam Lewis, founder of [BBD Boom](#), said: "The digital marketer apprenticeship has had a significant influence towards life here at BBD Boom. The recruitment process couldn't be simpler and the candidates that we have had the pleasure to work with now play major roles within the company. Our newest digital apprentice extraordinaire, Baz Van de Vegte, continues to show a lot of promise from the development he has displayed on the course."

Carina George, account manager for the digital sector at the College, added: "We work hard to maintain our strong relationships with local businesses and see immense benefit for both the employer and our students, from working together closely in this way. We regularly communicate with local employers to find out the skills which they need young people to have, to ensure our students are as employable as possible.

"Due to the growth within the industry, which was highlighted in the recent Tech Nation report, more students are coming through the door with an interest in developing their digital skills and we are proud to be able to support this with our apprenticeship programmes."

Students who are interested in applying for the apprenticeship at Bournemouth & Poole College should visit [thecollege.co.uk/digitalcentre](https://www.thecollege.co.uk/digitalcentre) for more information or call our Apprenticeships team at [The BASE](#) on 01202 205500.

Employers who would like to discuss the options of recruiting an apprentice should email Carina George on georgec@bpc.ac.uk or call 01202 205500.

