apprenticeships
in digital

looking for digital natives

As someone who's probably never known a world without websites or can't remember a time when mobile phones were only used to make calls, you have a head start when it comes to digital. You could even say you're a digital native.

What you might not know, though, is how to convert your online skills and knowledge of areas such as social media and tech into a successful, exciting and fulfilling career.

That's where we come in. Redweb is a leading UK digital agency based in central Bournemouth, and an employer of around 100 people who work on websites, apps, and other digital solutions for some of the country's leading brands, companies, government organisations and charities.

digital is an exciting and rewarding career

apprenticeship overview

We're linked with Bournemouth & Poole College to offer City & Guilds apprenticeships in Digital Marketing and Social Media.

The course starts September, with apprentices working for four days a week at Redweb and then spending one day on course work at the college.

The great news is you get paid – albeit just above minimum wage*, but rest assured if you're good, then you'll stand every chance of being recruited and salaries rise pretty quickly once employed.

Applicants should consider our apprenticeship as a pathway into a variety of digital disciplines. Redweb will help apprentices find their appropriate career direction within our busy agency.

Entry qualifications
Applicants will be committed and passionate about a career in digital. You will have good presentation and personal skills.

Although we won't reject applications based purely on qualification level or results, we believe that our apprenticeships are geared to candidates with good A level grades.

2015 /16 scheme
Apprentices will receive £150 per week (rate of £4.28 per hour for 35 hours). Paid Bank plus 18 days annual holiday is also included; although any leave should ideally be taken during the college recesses.

The apprenticeships will start on 7th September and run through to 1st July 2016.

digital career paths

We view the apprenticeship scheme as an enabler for talented people to join us in a junior capacity, across a variety of disciplines. Once an apprentice, we will use the 10 month period to ensure you are matched to a digital role that best suits your skills.

Here are some examples of roles that you might consider choosing as a career direction.

DIGITAL DESIGNER
You'll need to be creative with good visual and layout skills, love Photoshop work and be able to sketch ideas. Some digital designers are all-rounders, but at Redweb we'll need you to develop your specialism and creative edge.

WEB DEVELOPER/ENGINEER
Websites and applications are complex so developers are skilled people. At Redweb we work in .NET and PHP programming languages. We also integrate software platforms (known as Content Management Systems) which allow businesses to update the content themselves. Developers also integrate other bits of the web including payment systems, maps and social media. If you can code and demonstrate good practice, expect a high demand for your skills.

FRONT END DEVELOPER (FED)
As web browser technology progresses many more functions and clever things can be done 'client-side'; namely by the browser and not the web server as was traditionally the case. Front End Developers exploit this technology using HTML5 and JavaScript frameworks like AngularJS. They're coders but with design skills thrown in. Photoshop or Fireworks with the left hand and Visual Basic with the right!

UX ARCHITECT EXECUTIVE
How often do you go to a site that's hard to use? How come everyone can use Facebook? UX or User Experience is about making things easy and ensuring everyone's online experience is enjoyable and simple. UX architects are in demand, as websites compete for extra sales and business advantage.

ACCOUNT EXECUTIVE
All agencies have clients and their account teams keep them happy. They make sure customers' needs are met and their money is spent effectively. Although Account Executive is a junior position, there has never been a good 'AE' who didn't become an Account Manager before too long. If you're calm on the surface whilst able to deal with the stress and demands of agency life, this is the role for you!

SEARCH EXECUTIVE
We all use Google; but have you ever realised there are many people working to help businesses get to the top of the listings? Search Engine Optimisation (SEO) is big business and if you've a logical brain, love data and are willing to learn there is plenty of opportunity.

DATA ANALYST
Websites & online traffic create lots of data. Whether it's how people behave online, what they buy, where they go, it's all recorded. Data analysts make sense of all the figures and tell us if the websites and mobile sites are doing what we want. They also give insight into what needs to be improved. This job will suit logical people, good at maths and science with a passion for problem solving.

PROJECT MANAGER
Large digital projects require a lot of people to work on them. They need to be delivered on time and ideally for the money originally agreed. The client needs to be happy and the end result must be perfect. If you find yourself the organiser and the person who plans things, then digital project management is a rewarding and challenging career.

digital is one of the fastest growing sectors in the UK

INFORMATION ARCHITECT
Information architecture is the terminology for arranging all the information on a website into intuitive groupings and order. Good IA's help people find content instinctively. Information Architects use their expertise and test their designs with real people, to make sure everything is spot on.

BUSINESS ANALYST/PLANNER
Business Analysts and planners help the client really understand what as a business, they want and need to achieve online. They must consider the target market, competitors, environment as well as up-and-coming trends. Business Analysts need a business brain, great planning and presentation skills.

QA ANALYST
Why do all the websites and mobile apps work? The reason is that they've been tested by Quality Assurance (QA) people. It's all very clever with automated software and strategies. QA Analysts also help clients test their projects prior to go live. QA analysts make sure Redweb receive feedback effectively and hence can deal with any bugs smoothly.

SOCIAL MEDIA EXECUTIVE
Who thinks social media is for people only? Big brands are in on it, hence they need social media people to help them be seen (in a good light) and to jump when someone complains on Twitter. Social is big business and many careers options exist in both offering advice and actually managing a company's social communications.

CONTENT EXECUTIVE
Good at written English? Then consider a job in content services; one of the fastest growth areas of digital. Content Editors need to not only create great content but know how to write for SEO and online screen reading. They also need to be able to add content to websites including video and images.

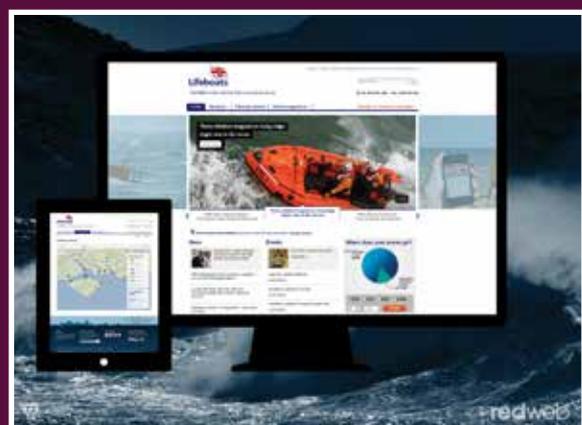*digital offers a range of career paths to suit all interests*

career facts

Working in digital is very rewarding from a design and technology perspective. However it is also a great choice due to the demand for talented and skilled people. The facts below are taken from a variety of reports.

- The UK's digital economy will require 745,000 additional workers with digital skills by 2017.

- 4.4 million global IT jobs will be created around Big Data by 2015, with only a third of these being filled says Gartner.

- Thirty-eight percent of tech firms expect to increase staff numbers over the next year.

- There are more than 4,700 unfilled jobs in east London's startup hotbed Tech City. Year-on-year, the number of job openings have increased by 44 percent.

- Development Economics predicts that with better proactive skills improvement campaigns, combined with better support for startup technology businesses, an extra £4bn could be added on top of the £7bn that the digital economy is predicted to bring to the UK in 2017.

- The Tech City Futures report from GfK, revealed nearly half (44 per cent) of Tech City businesses said the biggest challenge they faced was a shortage of skilled digital and tech workers in London, and 77 per cent said this was actively restricting growth.

- Lord Stephen Green, minister of state for trade and investment, said "The UK now has the opportunity to take a lead in the global efforts to deal with the volume, velocity and variety of data created each day. To do this we need to ensure the government, academia and businesses work together to further develop the skills available to us today and actively support programmes that nurture development in the next generation."

portfolio

we design websites that work across all devices

Redweb work for some very prestigious and well known clients. They demand the best and we enable our staff to be their best.

what next?

If you are interested in becoming a Redweb apprentice then please get in touch via apprenticeships@redweb.com. Tell us about yourself, your education and why a digital career interests you. We also invite you to visit our offices and meet one of our current apprentices to learn more.

You should also contact Bournemouth and Poole College by completing their application form stating you wish to do a digital apprenticeship at Redweb. The form is on their website.

Interviews for apprenticeship places are conducted initially by the college in the spring.   Redweb then hold a full-day workshop in June where we select final candidates and offer places for the September start. For 2014/15 we offered 7 positions.

Other routes to a Redweb career

Redweb has a graduate and placement programme specific to software development. See our website for more details.

We also offer internships and work experience for under-graduates and students that can demonstrate a good portfolio and passion for digital.

Information for teachers

Teachers interested in giving their students further insight into the digital industry are welcome to contact us to arrange a visit. We offer tours, talks and digital activities.

Contact info@redweb.com or give us a call on 01202 779944.

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