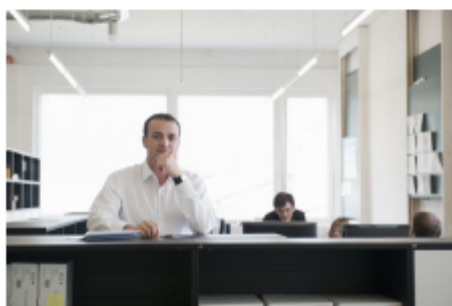


## Output T2.1.1 Artisans as Community Drivers

### “Traineeship Model”

# Digital Sales & Marketing Traineeship

## GRETB DIGITAL SALES & ONLINE MARKETING TRAINEESHIP EMPLOYER INFORMATION



COURSE START DATE – SEPT 2017

### WORK PLACEMENT

STARTING JANUARY 2018

The total duration of the programme is 46 weeks.

The work-based learning phase is a partnership between Galway & Roscommon Education & Training Board (GRETB), hosting companies and the trainee.

### AIM OF THIS PROGRAM

#### PRACTICAL WORK EXPERIENCE

The aim of this programme is to enable trainees to acquire the key skills required to work in the rapidly expanding Digital Sales and Marketing sector. This programme was developed in tandem with key industry experts and employers to meet these challenges.

The work placement aspect of this course will provide trainees with the opportunity to practice the skills acquired in the classroom and to develop new skills and competences within a supportive working environment (in the host companies).

The work placements will commence during January 2018 on Wednesdays, Thursdays and Fridays for 23 weeks. The GRETB planned the sequencing of the work-based learning phase to take cognisance of the trainees' knowledge and skill requirements and the needs of host companies.

## 1 Summary

Responding to a gap in the Digital Sales and Marketing capabilities of micro and small businesses on the one hand, and the absence of practical training in this area on the other hand, Teagasc approached the Galway Roscommon Training and Education Board (GRETB) in June 2015 to ask them to consider designing, resourcing and delivering such a training course. Our idea was that artisan producers such as our Économusées might be able to avail of such training. We were also keen to act on some of the findings from the Irish Government's 2013 Commission on the Economic Development of Rural Areas (CEDRA), which identified the need to support micro-enterprise, small business and the social enterprise sector training and up-skilling. Teagasc had provided the secretariat to that Commission and Teagasc personnel working on the CRAFT REACH project had contributed to the Enterprise

Support element of the CEDRA Report and recommendations so we were confident that the capability and training provision gap existed.

After GRETB consulted with SOLAS ([www.solas.ie](http://www.solas.ie)), Ireland's National Training Authority, the decision was made to design and implement a career Traineeship in Digital Sales and Marketing. In the Traineeship model, micro and small business are incorporated as work-based trainers and are supported to do this (see attachment 1).

The key objective for Teagasc in embarking on these discussions with SOLAS and GRETB was to encourage the development of a training model that would have a legacy and could continue to be implemented after the lifetime of the CRAFT REACH project. Moreover, we wanted the model to be replicated outside of the GRETB area to some of the other 15 Education and Training Boards in Ireland. In practical terms, Teagasc provided contact details for artisan and small food companies nationwide who might engage with the training opportunity. We also encouraged existing Irish Économusées to become involved.

In due course, the Digital Sales and Online Marketing Traineeship was launched by the Irish Minister of Education & Skills, Richard Bruton in Dublin on November 16<sup>th</sup>, 2017 (see attachment 4). The first intake of trainees began in January 2018. In total, 8 Education and Training Board around Ireland are implementing the Traineeship. Overall, 26 SME's with 24 trainees are participating in this first roll out. One of the 4 Irish Économusées existing at the time is participating. As the Traineeship is being implemented by organisations with national and regional remits for training provision, the Traineeship will be offered again in the future after incorporating any recommendations for improvements following this first roll out.

This service, developed as part of the CRAFT REACH project, is a good case study of how participants in programmes like the NPA can generate additionally, added value and public goods in their regions, by thinking innovatively and leveraging already existing expertise and resources. This Traineeship is a good example of Irish government agencies, acting on an evidence-based suggestion from Teagasc, cooperating to address a critical skill gap in the micro and small enterprise sector. It exemplifies a bottom-up approach as the demand was industry-led. It also highlights the advantages of government agencies (Teagasc, SOLAS and GRETB) recognising their respective strengths and where they can make an input, and then collaborating to promote enterprise growth and viability.

## Contents

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## 2 Background

Teagasc initiated discussions about a possible Traineeship with SOLAS and the GRETB in June 2015. Over the following 2 years, regular communication took place between the three organisations as the Traineeship was developed. In addition, the Irish Économusées were kept apprised of potential opportunities for them to engage with the proposed Traineeship in Digital Sales and Marketing. On October 3rd 2016, Kevin Heanue made a presentation (see attachment 2) from a CRAFT REACH perspective at the launch of the Traineeship to artisan producers in Galway City. The launch sought to recruit artisan producers to host a trainee. Three of the 4 Irish Économusées existing at that time expressed an interest in participating.

The Traineeship is tailored to the skill deficits such as PR, digital marketing and social media, which have been identified in micro and small businesses. It is unique in that it is specifically focused on the needs of micro and small business i.e. businesses with less than 25 employees. The aim of the Traineeship is to enable trainees to acquire the key skills required to work in the rapidly expanding Digital Sales and Marketing sector. This programme was developed in tandem with key industry experts and employers so as to meet these challenges.

The work placement aspect of this course provides trainees with the opportunity to practice the skills acquired in the classroom and to develop new skills and competences within a supportive working environment in the host companies.

The Digital Sales and Marketing Traineeship not only creates capabilities in the micro and small enterprise sector, but is also concretely helping the Irish government achieves its work-based learning training targets.

## 3 Methods

SOLAS and GRETB as training providers had most of the modules required for this Traineeship already developed. A key choice was the accreditation to be used. The most appropriate was deemed to be a mix of City & Guilds of London and Ireland's Quality and Qualifications agency. In practical terms, Teagasc provided contact details for artisan and small food companies nationwide who might engage with the training opportunity. We also encouraged existing Irish Économusées to become involved.

A series of meetings (average one a month) were held with GRETB and SOLAS to agree and develop the modules for the Traineeship; design the Traineeship and identify the types of artisan businesses who might be placement companies. Teagasc developed a customised database of possible artisan businesses for GRETB and SOLAS to target as placement companies, in addition to Irish Économusées.

Trainees are selected using an application form and competency based interview based on criteria devised by GRETB and SOLAS.

The total duration of the Traineeship is 46 weeks.

First, the trainees engage in classroom-based learning for approximately 23 weeks. Second, the work-based learning phase is a partnership between the local Education and Training Board (ETB), hosting companies and the trainee.

The work-based learning placements occur on Wednesdays, Thursdays and Fridays for 23 weeks. The relevant Education and Training Board plans the work-based learning component to take account of the trainees' knowledge and skills requirement and the needs of host companies.

## 4 Planning and execution

There are 18 modules in the Traineeship (see attachment 3). All modules (except for the Start Your Own Business and Work Practice modules) are accredited by City & Guilds. Start Your Own Business and Work Practice modules are accredited by Quality and Qualifications Ireland, an independent State agency responsible for promoting quality and accountability in education and training services in Ireland (<https://www.qqi.ie/Pages/Home.aspx>).

There is training for enterprises involved in the programme, also. Persons wishing to host a trainee in their company receive 1 ½ days mentor training in preparation for receiving the trainee on work experience. This mentor training is designed to allow the company to best support, aid and direct the trainee. Mentor training is free of charge to participating companies.

Traineeships are free of charge and open to all participants. Trainees may include school leavers, older learners, those in employment and the unemployed. Those who are unemployed and are upskilling may be eligible for a training allowance or income support. Particular target groups include those in employment with low skills and those wishing to return to paid employment following a period of working in the home.

## 5 Results and outputs

The provision of this Traineeship by SOLAS and GRETB helped implement Irish Government policy in terms of providing a practical implementation of the CEDRA (2013) recommendations.

In addition, through the *National Skills Strategy* and the *Action Plan for Education 2016-2018*, Ireland seeks to expand work-based learning primarily through Traineeships and apprenticeships. Through the *Action Plan to Expand Traineeship and Apprenticeship 2016-2020* there is a national target to have 14,800 trainee enrolments on existing programmes and an additional 4,200 enrolments on programmes developed between 2016 and 2020. The CRAFT REACH-inspired Digital Sales and Marketing Traineeship contributes to this latter figure.

Overall, 26 SME's with 24 trainees are participating in this first roll out of the Traineeship.

The role that Teagasc played in the development and rollout of the Traineeship model has been formally acknowledged (see attachment 4).

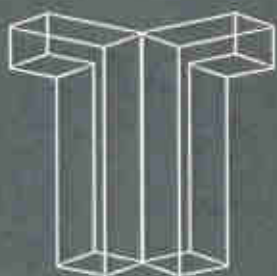
## 6 Recommendations

- 1) The Digital Sales and Online Marketing Traineeship should be evaluated after this initial phase, any improvements incorporated and then trainees recruited for the second intake.
- 2) Efforts should be made to encourage trainees, if they don't secure full time employment when they finish the Traineeship, to establish businesses providing Digital Sales and Marketing Services, to a cluster of micro or small enterprises. These clusters could be geographically based (e.g. Food Hubs, Digital Hubs) or more disparate (e.g. a network of Économusées).
- 3) Within the Traineeship model, care should be taken that micro enterprises (those with less than 10 employees) are not disadvantaged by the requirements for host enterprise to also be work-based learning providers. Micro enterprises by definition might not have the in-house expertise, or time, to mentor trainees. Paradoxically, it is likely to be micro enterprises that need Digital Sales and Marketing help and capability building the most.
- 4) Government agencies should pool their knowledge about capability gaps in enterprise sectors, and the appropriate training needed to redress those gaps, then collaborate to identify a solution.

## 7 Contribution to NPA indicators

- 1) This Traineeship, while open to all applicants, specifically targets those in employment with low skills and those wishing to return to paid employment following a period of working in the home.
- 2) The Traineeship, seeks to redress the digital divide between micro, small and other enterprises; rural and urban enterprises and those in traditional or craft sectors compared to those engaged in medium and high tech activities.
- 3) This service, instigated by Teagasc, is a great case study of the ability of an NPA funded project to add value in the creation of public goods in a target region, through innovative collaborative approaches which are not resource-intensive. Teagasc staff time was the greatest input to the delivery of this service which will stay in place after the CRAFT REACH project has finished and will continue to generate benefits for micro and small enterprises into the future.

## Attachment 1: Overview of Traineeship



# TRAINEESHIP

SHAPING SKILLS, BUILDING CAREERS  
[www.traineeship.ie](http://www.traineeship.ie)

## THE FIVE-STEP GUIDE TO TRAINEESHIP IN IRELAND

Shaping skills  
Building careers

[www.traineeship.ie](http://www.traineeship.ie)



TRAINEESHIPS HAVE BEEN AN ADAPTABLE  
PART OF THE IRISH EDUCATION AND  
TRAINING SYSTEM FOR OVER TWENTY YEARS.

1,500  
PARTICIPANT  
COMPANIES



A woman with dark hair is smiling and looking at a smartphone held in her hands. She is wearing a dark top and a watch on her left wrist. In the foreground, there is a cup of coffee. To the right of the woman, there is a vertical list of industries, each preceded by a horizontal line. The background is a blurred indoor setting with warm lighting.

**30,000 TRAINEE  
PARTICIPANTS**

BUSINESS

RETAIL

CARE

CONSTRUCTION

ENGINEERING

FASHION AND BEAUTY

FINANCE

ICT

HOSPITALITY

LOGISTICS

SPORTS AND LEISURE

## About this guide

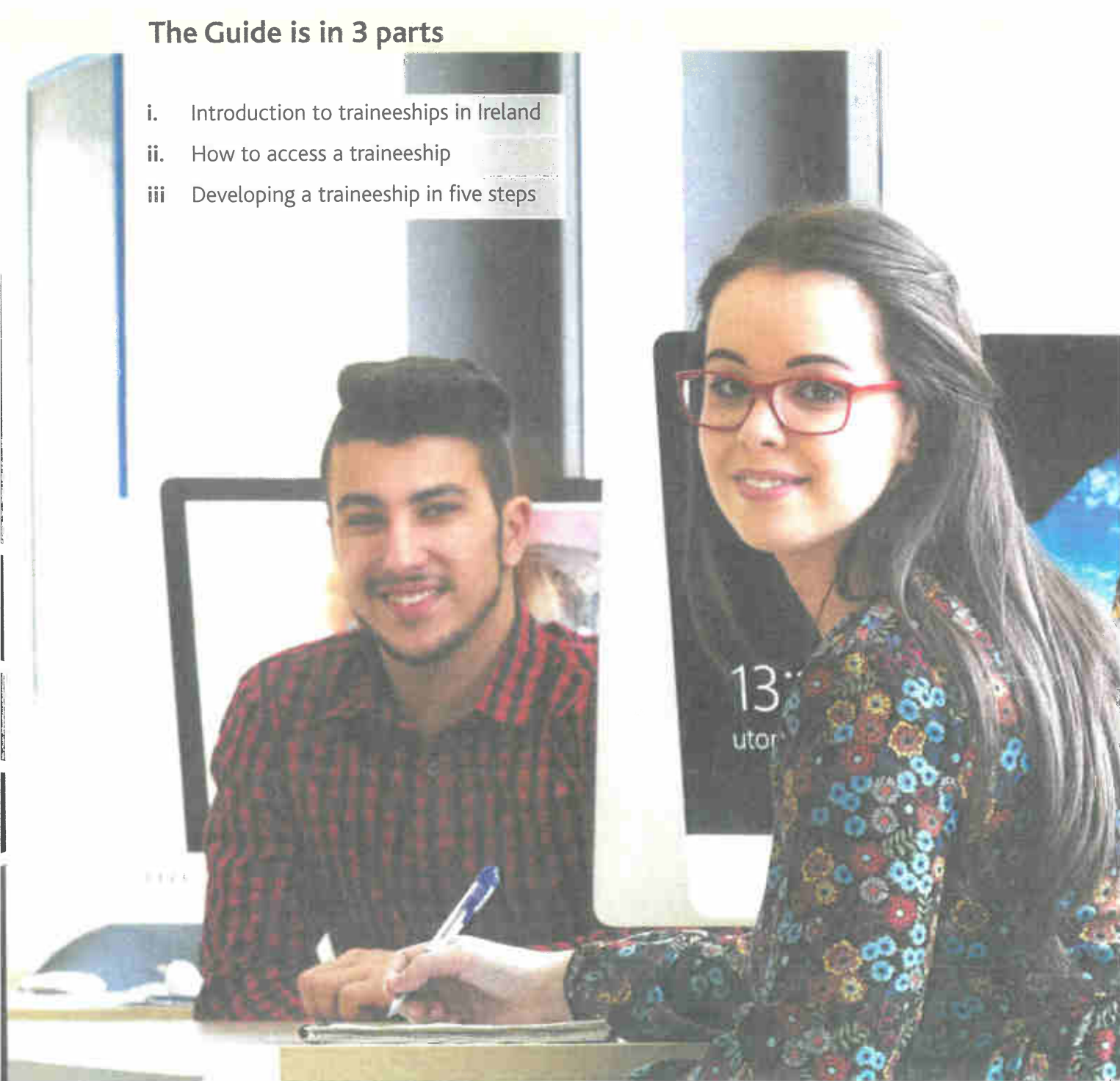
This guide provides practical information on what is a traineeship; how employers and prospective trainees can access traineeship programmes; information on current traineeship opportunities, and the five-step process to developing a new traineeship.

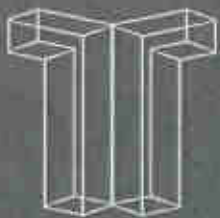
It is hoped that employers, prospective trainees, education and training providers and other key stakeholders will find the guide a useful support for skills development and learning via traineeship.

Feedback on the Guide is welcome, via [traineeship@solas.ie](mailto:traineeship@solas.ie).

### The Guide is in 3 parts

- i. Introduction to traineeships in Ireland
- ii. How to access a traineeship
- iii. Developing a traineeship in five steps





# INTRODUCTION TO TRAINEESHIPS IN IRELAND

01

**Traineeships in Ireland have the following key features:**

- They respond to an identified industry skills need
- Lead to an award at NFQ Levels 4-6, or equivalent
- Are between 6-20 months in duration
- Have at least 30% of learning on-the-job
- Combine transversal and technical skills development
- Are designed for flexible delivery – online, face-to-face, blended learning
- Provide open access to prospective trainees; unemployed people may be eligible for income support

Through the *National Skills Strategy 2025*, the *Action Plan for Education 2016-2018* and as part of the current programme for Government, Ireland aims to expand work-based learning over the coming years, principally through the traineeship and apprenticeship modes of learning and skills development.

There is significant international evidence of the positive impact of learning which is closely linked to the workplace. Employers can access a pipeline of talent and learners, and participants receive the opportunity to develop cutting edge skills and knowledge on-the-job, making them more skilled, more employable and enhancing their career options.

Traineeships have been part of the Irish education and training system for over twenty years. Their primary aim is to provide work-based learning in partnership with employers, improve recruitment and employment outcomes for participants and increase retention and productivity within industry.

A national traineeship programme was introduced in 1995 by the training and employment agency FÁS, supported by the EU Operational Programme for Human Development, and subsequently by the Programme for Employability, Inclusion and Learning 2014-2020. Since the mid-1990s there have been an estimated 30,000 trainee participants, and over 1,500 participant companies. Periodic reviews of the outcomes of work-based programmes have underlined the consistently strong employment outcomes from traineeship. A recent SOLAS survey of employment and progression outcomes from training provision in 2016 reconfirm the positive impact of traineeship as a mode of skills development. 61% of trainee graduates who responded to the survey nine months after completion of their programme stated that they were in employment (publication of the survey forthcoming via [www.solas.ie](http://www.solas.ie)).

As set out above, traineeship is a programme of structured training which combines learning in an education and training setting and in the workplace. Education and Training Boards (ETBs) are the primary providers of traineeships, working in partnership with employers. Unlike apprenticeship, traineeship is not governed directly by legislation in Ireland. However, the 2012 Qualifications and Quality Assurance Act underpins all further education and training provision nationally.

# ACTION PLAN 2016–2020

## Action Plan 2016–2020

The *Action Plan to Expand Apprenticeship and Traineeship 2016–2020* aims for 19,000 cumulative enrolments on traineeship programmes between 2016 and 2020. Table 1 below details the breakdown of required traineeship enrolments over the lifetime of the plan. The national target will be achieved through a combination of 14,800 trainee enrolments on existing programmes and an additional 4,200 enrolments on programmes to be developed between now and 2020.

**Table 1 Target traineeship provision and enrolments 2016-2020**

Existing traineeship provision	2016	2017	2018	2019	2020
Number of live traineeship programmes	24	24	24	24	24
Target for new enrolments per annum	2,400	2,400	3,000	3,500	3,500
New traineeship programmes	2016	2017	2018	2019	2020
Number of traineeships (cumulative)	2	4	10	20	30
Target new enrolments per annum	100	200	900	1,500	1,500

Implementation of the Action Plan has been underway since January 2017. Actions include planning for expansion of traineeship nationally; additional new traineeship programmes through the career traineeship pilot initiative; reviews of pre-2016 and 2016+ traineeship provision; and establishment of a Traineeship Steering Group.

A significant increase in traineeship provision and participation is planned for 2018, with 3,900 trainee enrolments on at least 34 different programmes. There are similarly ambitious targets set for 2019 and 2020. Partnership between employers, education and training providers will be key in the successful national expansion of traineeships.

Traineeships are supported by the National Training Fund and the European Social Fund.



# HOW TO ACCESS A TRAINEESHIP

02

## ACCESS TO TRAINEESHIP FOR EMPLOYERS

Currently there are 31 traineeship programmes available around the country, with the opportunity to develop new programmes in response to identified skills needs. The table below sets out the suite of current traineeship programmes, by industry sector.

### ENGINEERING

Aircraft Maintenance Technician  
Aircraft Structures Technician  
Engineering  
Laboratory Assistant

### ICT

IT Support Specialist  
Software Developer  
Digital Sales and Marketing  
IT Network Security

### CARE

Early Childhood Care and Education  
Health Care Assistant

### HOSPITALITY

Hospitality NFQ Level 4  
Hospitality NFQ Level 5  
Food and Beverage Service

### CONSTRUCTION

Overhead Lines Operator  
Interior Systems

### LOGISTICS

Supply Chain Logistics  
Logistics and Distribution

### BUSINESS

Office Administration  
Business Systems Service Technician  
Business Administration  
Medical Administration  
Legal Administration

### RETAIL

Retail Associate  
Pharmacy Sales Assistant  
Retail Skills Health and Beauty

### SPORTS AND LEISURE

Outdoor Activity Instructor  
Equestrian International Instructor (BHSAI)  
Sports, Recreation and Exercise

### FASHION AND BEAUTY

Beauty Therapist

### FINANCE

Accounts Executive  
Financial Administration

EMPLOYERS INTERESTED IN AN EXISTING TRAINEESHIP OR IN CREATING A NEW TRAINEESHIP ARE INVITED TO CONTACT THEIR LOCAL EDUCATION AND TRAINING BOARD (ETB). THERE ARE 16 ETBS AROUND THE COUNTRY.

*Cavan & Monaghan Education and Training Board*  
**traineeship@cmetb.ie**

*Longford and Westmeath Education and Training Board*  
**traineeship.atc@lwebt.ie**

*Donegal Education and Training Board*  
**traineeship@donegaletb.ie**

*Mayo, Sligo & Leitrim Education and Training Board*  
**traineeship@msletb.ie**

*Galway & Roscommon Education and Training Board*  
**traineeship@gretb.ie**

*Laois & Offaly Education and Training Board*  
**traineeship@loetb.ie**

*Limerick & Clare Education and Training Board*  
**traineeship@lcetb.ie**

*Kerry Education and Training Board*  
**traineeship@kerryetb.ie**

*Cork Education and Training Board*  
**traineeship@corketb.ie**

*Louth & Meath Education and Training Board*  
**traineeship@lmetb.ie**

*Dublin & Dun Laoghaire Education and Training Board*  
**traineeship@ddletb.ie**

*City of Dublin Education and Training Board*  
**traineeship@cdetb.ie**

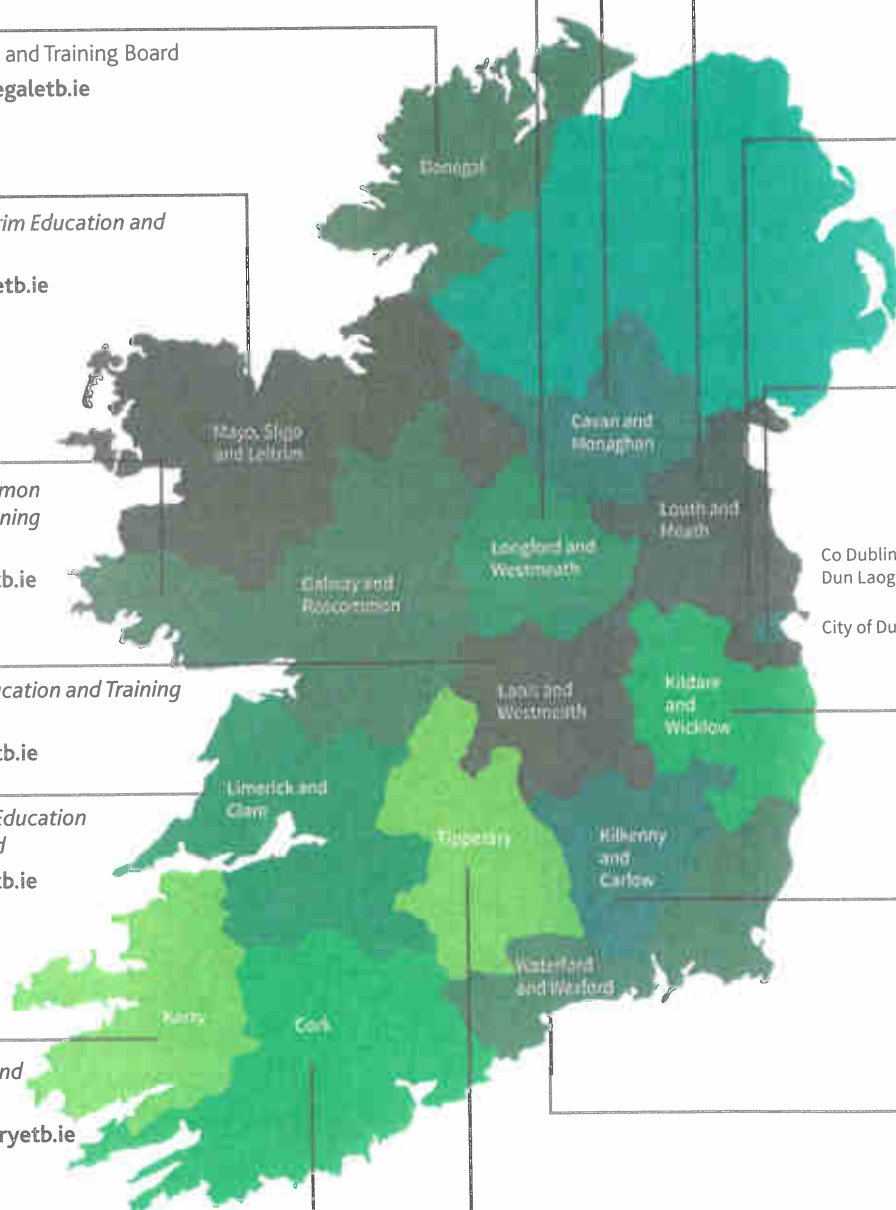
Co Dublin and  
Dun Laoghaire  
City of Dublin


*Kildare & Wicklow Education and Training Board*  
**traineeship@kwetb.ie**

*Kilkenny & Carlow Education and Training Board*  
**traineeship@kcetb.ie**

*Waterford & Wexford Education and Training Board*  
**traineeship@wwetb.ie**

*Tipperary Education and Training Board*  
**traineeship@tipperaryetb.ie**





Participating employers agree to provide a minimum of 30% of the programme as work-based learning. Where a new traineeship is being developed, employer representatives are asked to contribute to the design and content of the programme, to ensure that it meets the skills needs identified and is in a format that facilitates participation and success.

### **Regional Skills Fora**

Employers may wish to engage with one of the nine Regional Skills Fora around the country. Contact information is available on [www.regionalskills.ie](http://www.regionalskills.ie).

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## **ACCESS TO TRAINEESHIP FOR TRAINEES**

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Traineeships are open to all potential participants, of all ages and backgrounds, and are free of charge to participants. Trainees may include school leavers, older learners, those in employment and those who are unemployed.

People who are unemployed and wish, following engagement with their Intreo Case Officer, to access traineeship to upskill for employment may be eligible for a training allowance or income support. Groups eligible for income support include those in receipt of Jobseekers Benefit or Allowance, a One Parent Family Payment; a Jobseekers Transitional Payment or Disability Allowance. Full information on eligibility for unemployed groups is available via [www.traineeship.ie](http://www.traineeship.ie).

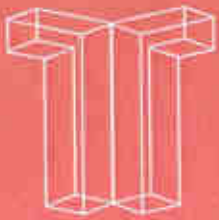
Over the period 2018-2020, the Government wishes to ensure that traineeship supports excellent learning outcomes, progression to employment and enhancement of career paths within employment. Particular target groups include those with lower skills who are in employment and those wishing to return to paid employment following a period of working in the home.

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## **GUIDANCE ON ACCESSING A TRAINEESHIP**

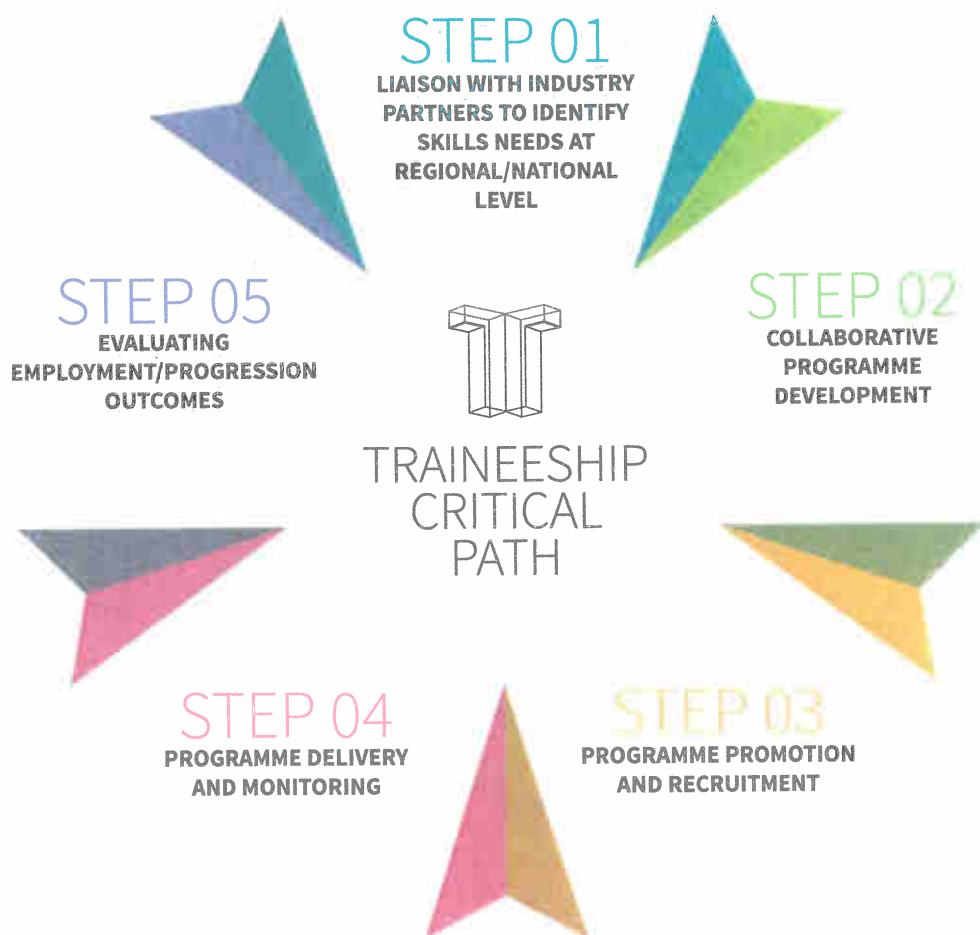
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There are a range of guidance services available for those interested in traineeship to upskill. Prospective trainees may wish to access the guidance services in their local Education and Training Board, at second level or in higher education. For information on where to access guidance, see [www.igc.ie](http://www.igc.ie). Intreo offices and Local Employment Services also provide a guidance service locally and regionally to jobseekers. See [www.welfare.ie](http://www.welfare.ie) and [www.localemploymentservices.ie](http://www.localemploymentservices.ie).



# CREATING A TRAINEESHIP IN FIVE STEPS

03



## **STEP 1** LIAISON WITH INDUSTRY PARTNERS TO IDENTIFY SKILLS NEED

The first step in creation of a traineeship is to identify a skills need in a particular industry sector. This skills need is identified in a range of ways. Groups representing particular industry sectors and employers are to the fore. National and regional data and research on current and future skills shortages also contribute. ETBs play an essential role in engaging with industry to advise on what skills development opportunities are already available and on how an innovative traineeship in a new area could be designed and delivered.

A traineeship may be developed within a region and/or may be shared more widely. Education and Training Boards Ireland (ETBI) and SOLAS will support and help coordinate traineeship development, providing information on skills needs that have been identified regionally and nationally, and helping to avoid any unnecessary duplication of programme development.

**THERE ARE FIVE MAIN STEPS INVOLVED IN CREATING A NEW TRAINEESHIP, FROM IDENTIFYING A SKILLS NEED TO ASSESSING THE OUTCOMES OF THE PROGRAMME. BASED ON THE EXPERIENCE OF DEVELOPMENT OVER THE PAST 10 YEARS, IT IS ESTIMATED THAT DEVELOPMENT OF A TRAINEESHIP WILL IN GENERAL TAKE BETWEEN 6-8 MONTHS.**

## **STEP 2 COLLABORATIVE PROGRAMME DEVELOPMENT**

During the programme development stage the design and content of the programme are developed by education and training providers in consultation with industry partners. The development timeline is agreed. An occupational skills profile, associated learning outcomes and clear progression paths are developed. The design of the programme includes innovative approaches to integrate learning in the workplace as well as off-the-job, including use of technology for learning and assessment. The content of the programme includes transversal as well as technical skills.

Each traineeship leads to an award at Levels 4-6 on the National Framework of Qualifications, or equivalent. Traineeships can lead to an industry-recognised certification or an award by a body such as City and Guilds. The programme duration will be between 6-20 months, with a minimum of 30% of learning in the workplace. Mechanisms to support and formally record on-the-job learning are developed.

## **STEP 3 PROGRAMME PROMOTION AND RECRUITMENT**

A range of mechanisms are available to employers and education and training providers to promote traineeship opportunities and enrolments. Access and eligibility information is clearly set out within this guide and via [www.traineeship.ie](http://www.traineeship.ie). Education and Training Boards, ETBI, Regional Skills Fora and other key stakeholders will promote traineeship opportunities regionally and nationally. Promotion will include specific information for particular groups. There is ongoing liaison with the Department of Employment Affairs and Social Protection (D/EASP) to support access to traineeship for unemployed people. Industry groups and employers will be encouraged to support existing and prospective employees enrolling on traineeship programmes.

## **STEP 4 PROGRAMME DELIVERY**

Following enrolment, trainees will, in general, complete the majority of their programme with their local ETB. Employers and ETBs will work together to ensure that participants successfully complete the work-based element of the programme. ETBs will support employers and trainees during their on-the-job learning via scheduled visits and practical supports on work-based assessment. Employers may wish to avail of training for workplace coaches and mentors; new online options are being developed at present.

## **STEP 5 OUTCOME: EMPLOYMENT AND PROGRESSION**

Following completion of their traineeship, it is intended that the majority of trainees will transition to employment. Some may also wish to continue immediately with their learning and development. Outcomes which include completion and progression to employment or further study will be monitored by ETBs and SOLAS via the national Programme Learner Support System (PLSS) database. These data will be supplemented by surveys and other feedback from employers and trainees.

## Attachment 2: Presentation to Artisans

# Career Traineeship Digital Sales & Marketing

Kevin Heanue  
Teagasc

October 3<sup>rd</sup>, 2016  
Clayton Hotel, Galway



Northern Periphery and  
Arctic Programme  
2014–2020



**EUROPEAN UNION**

Investing in your future  
European Regional Development Fund

## Introduction

- Teagasc (Agriculture and Food Development Authority)
  - the national body providing integrated research, advisory and training services to the agriculture and food industry and rural communities.
- Mission
  - To support science-based innovation in the agri-food sector and wider bioeconomy so as to underpin profitability, competitiveness and sustainability.
- Goals
  - Improve the competitiveness of agriculture, food and the wider bioeconomy
  - Encourage diversification of the rural economy and enhance the quality of life in rural areas

## Why are we involved?

- Food Sector

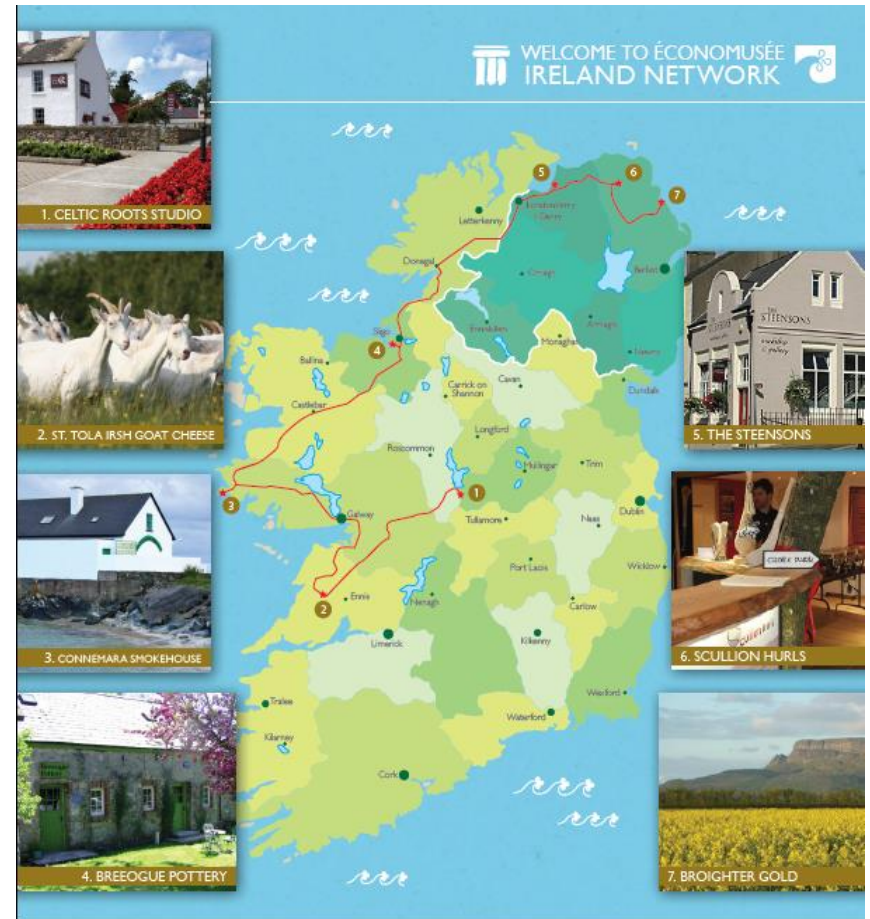
Engage with over 300 Irish food companies annually helping them to develop, create value and improve competitiveness (Food Innovation Gateways; Specialist Training; Moorepark Technology Ltd. ; FoodWorks)

- Commission for the Economic Development of Rural Areas (2013)

- Support to micro-enterprise, small business and social enterprise sectors
- Emphasis on training/up-skilling

# Why are we involved?

- **EU-funded project supporting artisan producers (2011-2018)**
  - Support viability of producers through diversification
  - Importance of digital sales & marketing gaps
  - Promote micro and small enterprises as viable career options
  - Put in place traineeship
  - Discussion in June 2015 with GRETB



Thank you

For further information contact:

Tel: 087 963 6589

Email: [kevin.heanue@teagasc.ie](mailto:kevin.heanue@teagasc.ie)

[www.economusee.eu](http://www.economusee.eu)



Northern Periphery and  
Arctic Programme  
2014-2020



EUROPEAN UNION

Investing in your future  
European Regional Development Fund

## Attachment 3: Digital Sales and Marketing Traineeship

# GRETB DIGITAL SALES & ONLINE MARKETING TRAINEESHIP

## EMPLOYER INFORMATION



COURSE START DATE – SEPT 2017

### WORK PLACEMENT

**STARTING JANUARY 2018**

The total duration of the programme is 46 weeks.

The work-based learning phase is a partnership between Galway & Roscommon Education & Training Board (GRETB), hosting companies and the trainee.

The work placements will commence during January 2018 on Wednesdays, Thursdays and Fridays for 23 weeks. The GRETB planned the sequencing of the work-based learning phase to take cognisance of the trainees' knowledge and skill requirements and the needs of host companies.

## AIM OF THIS PROGRAM

### PRACTICAL WORK EXPERIENCE

The aim of this programme is to enable trainees to acquire the key skills required to work in the rapidly expanding Digital Sales and Marketing sector. This programme was developed in tandem with key industry experts and employers to meet these challenges.

The work placement aspect of this course will provide trainees with the opportunity to practice the skills acquired in the classroom and to develop new skills and competences within a supportive working environment (in the host companies).



## CONTACT DETAILS

### FOR MORE INFORMATION

If you would like more information or to apply for the mentor program for the Digital Sales and Marketing Traineeship, please contact us:

Phone: 086 3634042

Email: [kenneth@preden.ie](mailto:kenneth@preden.ie)

## COURSE LEARNING MODULES

### STUDENTS WILL COVER MODULES ON:

- Understanding the Business Environment
- Understanding Legal, Regulatory and Ethical requirements in Sales and Marketing
- Using Collaborative Technology
- Principles of Marketing and Evaluation
- Develop Own Professionalism
- Digital Marketing Metrics and Analytics
- Principles of Social Media Advertising and Promotion
- Search Engine Marketing
- Online Display Advertising
- Email Marketing
- Video Software
- Principles of Social Media within a Business
- Principals of Keywords & Optimisation
- Content Management System Website Creation
- Brand Development
- Analyse and Report Data
- Start Your Own Business
- Work Practice

All modules (bar Start Your Own Business and Work Practice) are accredited by City & Guilds. Start Your Own Business and Work Practice modules are accredited by QQI.

## EMPLOYER TRAINING

### HOST COMPANY TRAINING INFORMATION

Persons wishing to host a trainee in their company will receive 1 ½ days mentor training in preparation for receiving the trainee on work experience. This mentor training is designed to allow you to best support, aid and direct your trainee. Mentor training is free of charge to participating companies.

## Attachment 4: Acknowledgement of Teagasc Role in Developing Traineeship and Invitation to Ministerial Briefing

**From:** Costello, Deirdre [<mailto:deirdre.costello@solas.ie>]  
**Sent:** 08 November 2017 16:50  
**To:** Kevin Heanue  
**Cc:** MacAvin, Louise  
**Subject:** Ministerial Briefing on Traineeship Opportunities in Ireland

Dear Kevin,

In acknowledgement and appreciation of the valued contribution that you and Teagasc have made to the development and rollout of the Career Traineeship model, we would like to invite you to a Ministerial briefing on ***Traineeship Opportunities in Ireland***.

Please find details and invitation attached issued by the Skills Development Unit.

Please RSVP to Anna Spencer, Skills Development Unit at [anna.spencer@solas.ie](mailto:anna.spencer@solas.ie).

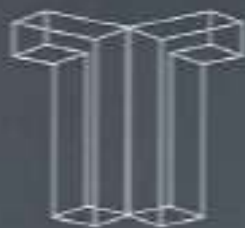
Many thanks for your continued support and involvement.

Kind regards,

On behalf of Mary Lyons,  
**Director of National Innovation,  
SOLAS**

**SOLAS**

An tSeirbhís Oideachais Leanúnaigh agus Scileanna  
Further Education and Training Authority



# TRAINEESHIP

SHARING SKILLS  
BUILDING CAREERS

## EXPANDING TRAINEESHIP IN IRELAND

**Minister for Education and Skills Richard Bruton TD**  
Invites you to a briefing on traineeship opportunities in Ireland on

**Thursday 16 November 2017 at 10:00am sharp.**

**Venue:** The Alchemy Room  
Teeling Whiskey Distillery  
13-17 Newmarket  
Dublin 8  
(<https://teelingdistillery.com/where-we-are/>)

**RSVP** Anna Spencer [anna.spencer@solas.ie](mailto:anna.spencer@solas.ie)



Northern Periphery and  
Arctic Programme  
2014-2020



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