

Tracy Rice
Head of Business Engagement
Southern Regional College



Welcome to Southern Regional College



Background

- Largest College in N. Ireland outside of Belfast
- Over 4,800 full-time learners annually
- Over 8,200 part-time learners annually
- SRC delivers vocational training to secondary schools across the region
- Southern Regional College works with over 90 community and voluntary Groups
- SRC works with over 1200 businesses providing mentoring, R&D projects and training, Apprenticeships and HLAs
- 930 staff: full-time and part-time



Southern Regional College

Business Support & Innovation



Business Support

Newry | BT34 2QX
Portladown | BT63 5

Business Support & Innovation Centre

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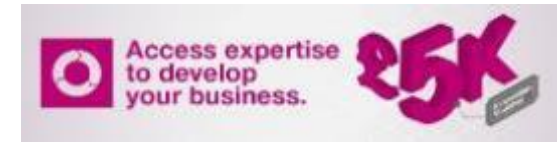
Business Support
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Range of Supports for Industry



- One to one mentoring and upskilling in an innovation activity
- Research and Development activities
- Fully funded training for over 18's in a range of priority sector areas
 - OCN L2 Award in Social Media
 - OCN L4 Award in Digital Marketing and Social Media
- Fully funded accredited training for SMEs <250
- Apprenticeships
- Higher Level Apprenticeships (HLAs)



Knowledge Transfer Partnerships

Innovate UK
Technology Strategy Board

Innovation BOOST PROGRAMME
powered by FUSION

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Business Support & Innovation

HLA in Digital Marketing, Advertising and Communications



“Earn While You Learn”

- Pilot in 2016 and running since January 2020
- Currently delivered in Newry campus
- Two and a half years in duration
- Entrants need minimum 64 UCAS points
- SRC provides a full recruitment support service
- Ongoing support from an SRC mentor
- Applying the theory to the tools needed to do the job
- Underpinned by Open University Foundation Degree in Digital Marketing, Advertising and Communications



Employers: "Grow Your Own Talent"

- The Higher Apprentice becomes an employee from Day 1
- Salary commensurate with the industry rate for the job and in accordance with the National Minimum Wage.
- Directed training in College must be paid as part of the Higher Apprentice's contract of work
- The company assigns an in-house mentor to guide the Higher Apprentice
- Companies must have adequate employers and public liability insurance
- Tripartite agreement

Modules

Brand Management and Integrated Campaign Planning.

Creative Communications.

Digital Advertising and Content.

Digital Disruption in the External Environment.

Digital Innovation.

Essential of Digital Marketing Communications.

Ethics and Legalities of Digital Marketing.

Event Management.



Modules

Interpersonal Communication Skills.

Marketing Fundamentals and Consumer Behaviour.

Mobile Marketing.

Professional Placement Level 4.

Professional Placement Level 5.

Advanced Digital Toolkit (practical workshops).

Basic Digital Toolkit (practical workshops).

Productivity in Business.

Introducing.....

Eamonn Connolly and Aaron Bradley

Newry BID





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