

Inspiring  
Digital  
Leaders

AMBITION  
APPLIES  
HERE



Inspiring Digital Leaders works in a completely different way to any other internship programme. Instead of thinking about what one business needs, we thought about what the digital industry needs, and what young, talented graduates like you need to move your careers forward fast.

Five agencies. Five ways of working. Five disciplines. Five four-week experiences. You might call it speed-learning. And at the end of it, you: armed with a solid broad foundation of digital skills, free to choose your path in the digital industry, and strides ahead of your competition.

Only the truly exceptional will be accepted into our first intake. Five agencies. Five disciplines. Five interns.

Will you be one of them?

## WHAT'S ON OFFER?

- Hands-on training from some of Scotland's leading digital agencies
- Five separate placements, experiencing agency life in a variety of working environments over 20 weeks
- Training in five key disciplines: Client Services, Content Strategy & Brand Language, Digital Marketing, UX Design, and Web Development
- Support and additional training from industry learning experts TRC
- Glasgow Living Wage salary throughout 20 weeks of training

## HOW IT WORKS

Inspiring Digital Leaders is a five-month training programme, created by BIMA and TRC, and co-designed by the five participating agencies:

- Five interns will be selected through the application process.
- Each intern will complete a placement of four weeks with each of the five agencies, covering five different disciplines and a total of 20 weeks' training.
- The role lasts from 3 June–25 October 2019, and is based in Glasgow.
- Interns will be paid the Scottish Living Wage, as well as additional training from TRC.

## WHO WE'RE LOOKING FOR

The programme aims to provide a solid foundation in the key disciplines involved in a career in digital, whether you're looking for a broad understanding or guidance on direction. These are the essentials:

- You have to be passionate about digital media
- You must be 18 or over, and a 2018 or 2019 graduate
- Be prepared to work hard, and get comfortable outside your comfort zone

# THE TRAINING

# Agency After Digital

## Discipline UX Design

User experience (UX) involves all aspects of the end-user's interaction with an organisation, its services, and its products. After Digital follow user-centred design processes to create websites, products and more for their clients. Interns will learn the fundamentals of design thinking, user research and strategy, as well as the latest tools used in user-interface (UI) design to gain a full understanding of what it takes to be a UX/UI designer.

### **Week 1**

Introduction to Agile, identifying a mini-project

### **Week 2**

Discovery phase – Agile methodology, sprints

### **Week 3**

Design phase – software, responsive web, scoping

### **Week 4**

Refining and presenting your mini-project



**My first job after uni was on a graduate programme (for a different sector) that aimed to create future leaders, and provide a better understanding of how the business ran. I believe giving graduates a similar experience in digital will provide real value and make them eminently employable.**

David Johnstone  
Managing Director  
After Digital

[afterdigital.co.uk](https://afterdigital.co.uk)

# Agency Dog

## Discipline Client Services

Client Services is the hub of agency life. Account handlers are the main source of client knowledge, building relationships and helping to develop briefs and final solutions. Whatever format that takes, they're responsible for making it happen. On this rotation, you'll gain an understanding of the full-service agency ecosystem – how the client is king, and account handlers need to be chameleons interacting with all departments across the agency.

### **Week 1**

Client Services basics, meet the teams, internal systems

### **Week 2**

Developing briefs – ideation, estimation, planning

### **Week 3**

Production – communications, expectations

### **Week 4**

Project delivery and final presentation



**Inspiring Digital Leaders was born out of animated discussion two years ago. As business leaders, we shared the concern that our digital community needs more talent. We've created a truly unique collaboration of five companies to deliver a brand new way of fast-tracking ambitious, young talent in our industry."**

Gerry McCusker  
CEO, Dog

[dogdigital.com](https://dogdigital.com)

# Agency **Equator**

## Discipline **Digital Marketing**

Digital marketing is marketing and advertising through online channels such as social media, search, email, affiliate, and display. Specific strategic skillsets are employed across analytics, customer experience, SEO, CRM, and personalisation among others. On this rotation, you'll be guided through the ins and outs of nine different disciplines, with the aim of passing your Google Analytics Individual Qualification at the end.

### **Week 1**

The business, analytics, strategy

### **Week 2**

CRM, paid search, SEO

### **Week 3**

SEO practice, affiliate marketing

### **Week 4**

Digital innovations, display marketing

**eqtr.com**



# Agency Front Page

## Discipline Content Strategy & Brand Language

Effective branding permeates everything the organisation does, including how it speaks and the words it uses. It's all about building relationships with the audience, with a consistent voice across all channels – because consistency builds brand trust. At Front Page, you'll learn about branding from the ground up, including how to write in a brand style, and how to apply strategic thinking to plan meaningful content.

### Week 1

Brand basics, brand experience, research

### Week 2

Creating a brand, personality, language, style

### Week 3

Content strategy, goals, audience, planning, measurement

### Week 4

Bringing it all together



I would have loved the opportunity to take part in a programme like this when I was starting out. Getting to work in and learn about different agency disciplines, and experience different agencies too, would have been invaluable.

Jackie Arnott-Raymond  
Managing Director  
Front Page

[frontpage.co.uk](https://frontpage.co.uk)

# Agency Screenmedia

## Discipline Web Development

Development forms the core of digital industries – developers deliver the solutions outlined by creative and business leads, and drive forward technological, service and business change. You'll gain an insight into the challenges of defining a problem from a technical point of view, and learn how to structure the breakdown of tasks and tackle problems.

### **Week 1**

The practice of development

### **Week 2**

Planning implementation

### **Week 3**

Active development

### **Week 4**

Demo-ing, troubleshooting, release



**We're on the cusp of another major step up in technology, and things are moving fast. Giving young people practical experience is vital in providing a head start in the industry. Scotland has a real opportunity to do some amazing things in tech over the next ten years, and we need to help young people see that possibility.**

Kenny Shaw  
Managing Director  
Screenmedia

**screenmedia.co.uk**

Created by

**BIMA**

Brought to life by





Questions? Ready to go for it?  
For more details and to apply, visit  
**[trcmedia.org/training/inspiring-digital-leaders](https://trcmedia.org/training/inspiring-digital-leaders)**

**DO IT  
NOW**