

WORK PROCESS SCHEDULE & RELATED INSTRUCTION OUTLINE

For the occupation of
Digital Marketer

Developed by



ABOUT THE PROGRAM

We Love Philly is one of the first Apprenticeship Programs specifically designed to engage high school graduates through pre apprenticeships and build a pathway to a livable wage career through Registered Apprenticeship

About This Document

This document contains the technical and behavioral competencies that a digital marketer will master during the course of a year long apprenticeship. It also contains a list of courses that the apprentice and employer may choose from to fulfill the related instruction requirement. Classes may be completed at the work site, online, or at We Love Philly

About Digital Marketers

A Digital Marketer utilizes various digital channels, such as social media, search engines, email, and websites, to reach and engage with the target audience. Digital Marketers employ a mix of creative and analytical skills to create compelling content, manage online advertising campaigns, and optimize website performance. They track and analyze key performance indicators (KPIs) to assess the effectiveness of digital marketing efforts, adjusting strategies accordingly. Additionally, Digital Marketers stay abreast of industry trends, emerging technologies, and changes in consumer behavior to ensure the relevance and competitiveness of their marketing initiatives. Ultimately, their goal is to enhance brand visibility, drive website traffic, generate leads, and contribute to the overall growth and success of the business in the digital realm.

WORK PROCESS SCHEDULE

Digital Marketer

Technical Competencies

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN OFF

General Practices

- Demonstrate a working understanding of the organization's structure, personnel rules, policies, responsibilities and general understanding of work ethics, interpersonal communications, and related policies
- Understand and practice safety procedures and rules
- Demonstrate a working understanding of goals, mission and vision of the organization/company
- Demonstrate a working understanding of organization's administrative, production and postproduction communications and workflow
- Demonstrate a working understanding of organization's best practices for client interactions and social media

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

Technical Competencies

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. I

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Demonstrates professional email and phone etiquette, including responding in a timely manner as outlined in our approaching proficiency category on our rubric
- Uses professional technology including web conferencing (e.g., Zoom, Microsoft Teams), spreadsheet programs (e.g., Excel), and other office software as required as outlined in our approaching proficiency category on our rubric
- Demonstrate a working understanding of goals, mission and vision of the organization/company
- Demonstrate a working understanding of organization's administrative, production and postproduction communications and workflow
- Demonstrate a working understanding of organization's best practices for client interactions and social media

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

Technical Competencies

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COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Identifies the appropriate staff member or resource to help with more complex needs as outlined in our approaching proficiency category on our rubric
- Understands and uses appropriate communication software; web conferencing software; email; professional texting as outlined in our approaching proficiency category on our rubric

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

Workplace Core Values and Culture

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade.

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Demonstrates understanding and creation of company core values and is an active participant in creating them as outlined in our approaching proficiency category on our rubric.
- Identifies the company's noble cause and becomes an active participant in expanding that cause as outlined in our approaching proficiency category on our rubric.
- Observes and records work samples, including anecdotes, reflections, and ideas over time to show progress as outlined in our approaching proficiency category on our rubric.
- Identifies and applies their role in setting work boundaries, sharing responsibility for projects, and communicating with integrity as outlined in our approaching proficiency category on our rubric.
- Understands an individual strategic plan that aligns with core values and noble cause of the organization in order to take ownership of their role as outlined in our approaching proficiency category on our rubric.

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

International Relationships and Communication

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Uses positive and respectful verbal, non-verbal and written communication with colleagues and clients as outlined in our approaching proficiency category on our rubric
- Demonstrates an understanding of relationship building communication with colleagues and clients as outlined in our approaching proficiency category on our rubric
- Understands and maintains ethical boundaries when interacting with young people and clients as outlined in our approaching proficiency category on our rubric
- Demonstrates effective communication confidentially and with cultural proficiency when interacting with clients, support systems, and colleagues of all backgrounds as outlined in our approaching proficiency category on our rubric
- Shows cultural understanding and proficiency in delivering services as outlined in our approaching proficiency category on our rubric
- Maintains positive contact and collaborative relationships with other support organizations, co-workers, community service providers and government services as outlined in our approaching proficiency category on our rubric
- Maintains clients' privacy and professionalism when using social media's outlined in our approaching proficiency category on our rubric

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

Design a Digital Marketing Campaign

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Gathers information on key characteristics of a buyer persona and buyer journey, in accordance with the buyer's preferences and needs.
- Gathers information, assess a digital advertising budget for online lead generation that increases online traffic.
- Creates marketing content for blogs (4 per month) and an ad campaign to increase online traffic with the targeted buyer persona.
- Identifies and selects effective marketing objectives to include milestones, deliverables, and resources for a campaign that generates and nurtures leads in the marketing funnel.
- Gathers content needed to launch a monthly company newsletter and reach the industry baseline Clickthrough Rate(CTR).
- Builds email workflows (7 touchpoints minimum) and increases productivity using marketing automation tools effectively.
- Builds a storyboard that captures buyer persona preferences and their needs for a product and or service.
- Develops a video platform, distributes the video content weekly, and reviews postproduction to increase online traffic.

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

Digital Analytics: Analyze, Measure, Monitor, and Assess Digital Campaigns

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Demonstrates ability to determine and track the conversion of online leads, nurturing a marketing funnel.
- Accurately tracks and assesses the performance of leads with google analytic reporting.
- Builds a social media and google analytics benchmark report, tracking results of a marketing campaign and or social post.
- Gathers and analyzes lead conversion data using Microsoft Excel.
- Creates 3 dashboards with at least 5 reports each summarizing conversion and tracking data by channel.
- Gathers, assesses, and interprets data from leads to communicate a story with the data, improving the attraction and conversion of leads.

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

Assess, Plan and Prepare Social Media Campaigns on Various Social Media Platforms

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Uses a buyer persona to set goals and priorities for social media campaigns.
- Measures Return On Investment (ROI) by assessing campaign goals and metrics.
- Sets up social media platforms to launch weekly social media posts on at least 3 channels to attract and convert leads.
- Launches 2 ad campaigns via paid social platforms.
- Creates an editorial calendar that incorporates the buyer persona and their buyer's journey targeting specific marketing content offers.
- Gathers, assesses, and interprets data from leads to communicate a story with the data, improving the attraction and conversion of leads.

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

Utilize Marketing Automation Technology For Lead Generation

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Uses the HubSpot marketing automation tool to generate leads.
- Builds and customizes a sales funnel with a Customer Relationship Management System.
- Segments lead lists based on the buyer persona within a Customer Relationship System (CRM).

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

Administer Effective Digital Advertising to Maximize Ad Spend

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Builds and deploys a Google Ads campaign including a minimum of 50 keywords and 10 negative keywords
- Sets up a remarketing strategy effectively targeting a buyer persona.
- Sets up Google Tag Manager to monitor traffic and website performance.
- Creates compelling ad copy to capture traffic and leads.
- Creates 1 display ad that targets a specific buyer persona to a website. Monitors and assesses an ad spend budget.
- Builds a landing page-using split testing (A/B testing).

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

Develop a Website Using WordPress

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Successfully installs Astra theme and Elementor builder to WordPress hosting.
- Creates a wireframe and prototype for client website build or refresh.
- Develops a User Experience Interaction (UXI) on a website
- improving the ease of a buyer persona and or customer to access a product or service.
- Conducts a customer journey mapping of their interaction with a product or service on a website.
- Produces a budget and deploys a web development plan with vendors and or a development team.

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

Build Effective Search Engine Optimization for Ranking or SERP's

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Creates an SEO Audit on a website using an SEO Audit industry checklist.
- Builds keyword plan with 50 target keywords that attract buyer persona, customer preferences, and needs.
- Builds effective meta tags with keywords that rank for Search Engine Ranking Performance (SERP).
- Creates an off-page and on-page SEO plan to rank higher on Search Engine Ranking Pages (SERPs) using customer preferences and needs.
- Builds an effective link building strategy to capture search engine ranking performance attracting buyer persona, customer preferences, and needs.
- Sets up local SEO plans that incorporates technology tools to build the local digital footprint for gathering online reviews.

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

Meta Blueprint Industry Recognized Credential

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Purpose, audience and requirements
- Communication and project management
- Projects and sequences
- Core tools and features
- Transforming media
- Exporting and archiving

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

HubSpot Inbound Marketing Credential

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Understanding the fundamentals of inbound marketing
- Creating a company purpose
- Setting business goals
- Creating buyer personas
- Developing the buyer's journey for your business

Signature _____

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WORK PROCESS SCHEDULE

Digital Marketer

Onboarding Clients

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Creating a client welcome packet
- Performing successful audits for your client's systems
- Leading a collaborative kickoff call
- How to ask questions in order to learn client needs
- Putting together a cohesive project scope
- Assigning team members and delegating implementation

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

Pitch Decks and Presentations

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Gather information on the art of the 100m offer and synthesize information into a presentation
- Build a pitch deck that is appealing to prospective clients
- Actualize a presentation to bring in clients
- Revise, edit, and present, pitch deck and presentation after reflecting on feedback

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

HubSpot Digital Advertising

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- How to strategize and plan your paid media campaign
- How to use targeted advertising
- Mastering the art of ad copy, creative and conversion
- Introduction to social media advertising
- Introduction to paid search advertising
- How to monitor and report on ad performance

Signature _____

Date _____

WORK PROCESS SCHEDULE

Digital Marketer

Build a Case Study

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN OFF

Professional Skills

- Creates a portfolio of at least 3 templates within HubSpot's marketing automation tool.
- Build a portfolio of 2 case studies encompassing the results of campaigns created and managed.
- Obtain a certification to design and establish an ecommerce platform site with products to be sold online.
- Obtain a certification in HubSpot to develop lead scoring.

Signature _____

Date _____

An aerial photograph of Philadelphia, Pennsylvania, taken during the "golden hour" of sunset. The city's skyline is visible, including the prominent clock tower of Independence Hall on the left and the modern, glass-walled structure of the Comcast Center on the right. A white rectangular text box is centered over the image, containing the title and main text of the document. The sky is a mix of orange, yellow, and blue, and the city lights are beginning to glow.

Section I

EQUAL OPPORTUNITY PLEDGE

We Love Philly — and all We Love Philly employers — will not discriminate against apprenticeship applicants or apprentices based race, color, religion, national origin, sex (including pregnancy and gender identity), sexual orientation, genetic information, or because they are an individual with a disability or a person 40 years old or older.

We Love Philly will take affirmative action to provide equal opportunity in apprenticeship and will operate the apprenticeship program as required by law.

Section III

TERM OF APPRENTICESHIP

The term of the occupation will be as specified in Appendix A for each occupation included in these standards with the required OJL or competence attainment supplemented by the required hours of related instruction as stated on the Work Process Schedule and Related Instruction Outlines (Appendix A).

We Love Philly may utilize a career lattice as a pathway for apprentices to move upward in the organization, which may or may not include interim credential leading to the Certificate of Completion of Apprenticeship or career lattice credential, if applicable.

Section IV

PROBATIONARY PERIOD

Every applicant selected for apprenticeship will serve a probationary period. The probationary period cannot exceed 25 percent of the length of the program or 1 year, whichever is shorter. The probationary period shall be 500 of OJL hours.

During the probationary period, either the apprentice or We Love Philly may terminate the apprenticeship agreement, without stated cause, by notifying the other party in writing. The records for each probationary apprentice will be reviewed prior to the end of the probationary period. Records may consist of periodic reports regarding progression made in both the OJL and related instruction, and any disciplinary action taken during the probationary period.

Any probationary apprentice evaluated as satisfactory after a review of the probationary period will be given full credit for the probationary period and continue in the program.

After the probationary period, the apprenticeship agreement may be cancelled at the request of the apprentice or may be suspended or cancelled by We Love Philly for reasonable cause after documented due notice to the apprentice and a reasonable opportunity for corrective action. In such cases, We Love Philly will provide written notice to the apprentice and to the Registration Agency of the final action taken.

Section V

HOURS OF WORK

Apprentices will generally work the same hours as fully proficient workers (journeyworkers), except that no apprentice will be allowed to work overtime if it interferes with attendance in related instruction classes.

Apprentices who do not complete the required hours of OJL during a given segment will have the term of that segment extended until they have accrued the required number of hours of training.

Section VI

APPRENTICE WAGE PROGRESSION

Apprentices will be paid a progressively increasing schedule of wages and fringe benefits during their apprenticeship based on the acquisition of increased skill and competence on the job and in related instruction.

Before an apprentice is advanced to the next segment of training or to fully proficient or journeyworker status, We Love Philly will evaluate all progress to determine whether advancement has been earned by satisfactory performance in OJL and in related instruction courses. In determining whether satisfactory progress has been made, We Love Philly will be guided by the work experience and related instruction records and reports.

The progressive wage schedule and fringe benefits will be an increasing percentage of the fully proficient or journeyworker wage rate. The percentages that will be applied to the applicable fully proficient or journeyworker rate are shown on the attached Work Process Schedule and Related Instruction Outline (Appendix A). In no case will the starting wages of apprentices be less than that required by any minimum wage law that may be applicable.

Section VII

CREDIT FOR PREVIOUS EXPERIENCE

We Love Philly may grant credit toward the term of apprenticeship to new apprentices. Credit will be based on demonstration of previous skills or knowledge equivalent to those identified in these standards.

Apprentice applicants seeking credit for previous experience gained outside the supervision of We Love Philly must submit the request at the time of application and furnish such records, affidavits, and other documents to substantiate the claim.

An applicant who is a veteran and who wishes to receive consideration for military training and/or experience must submit a DD-214. Applicants requesting credit for previous experience who are selected into the apprenticeship program will start at the beginning wage rate. The request for credit will be evaluated and a determination made by We Love Philly during the probationary period, when actual on-the-job

and related instruction performance can be examined. Prior to completion of the probationary period, the amount of credit to be awarded will be determined after review of the apprentice's previous work and training/education record and evaluation of the apprentice's performance and demonstrated skill and knowledge during the probationary period.

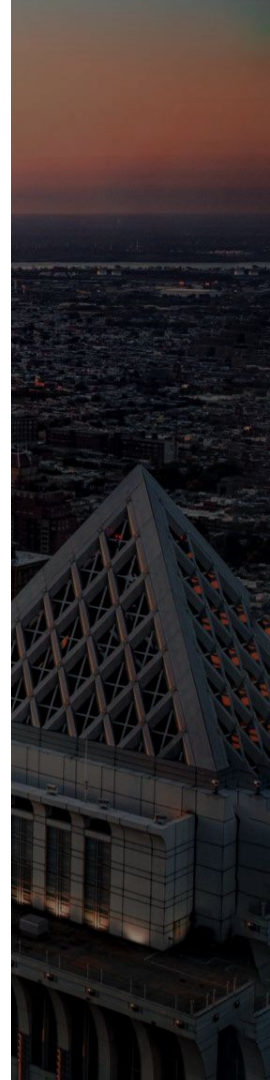
Section VIII

APPRENTICE WAGE PROGRESSION

After an applicant for apprenticeship has been selected, but before employment as an apprentice or enrollment in related instruction, the apprentice will be covered by a written apprenticeship agreement (Appendix B).

This agreement can be submitted electronically through the Registered Apprenticeship Partners Information Data System (RAPIDS 2.0), using the Apprentice Electronic Registration process by the We Love Philly and the apprentice and approved by and registered with the Registration Agency. Such agreement will contain a statement making the terms and conditions of these standards a part of the agreement as though expressly written therein. We Love Philly shall provide a copy of the apprenticeship agreement to the apprentice, the Registration Agency, and the employer. An additional copy will be provided to the veteran's state approving agency for those veteran apprentices desiring access to any benefits to which they are entitled.

Prior to signing the apprenticeship agreement, each selected applicant will be given an opportunity to read and review these standards, We Love Philly's written rules and policies, and the apprenticeship agreement. The Registration Agency will be advised within 45 days of the execution of each apprenticeship agreement and will be given all the information required for registering the apprentice.





Section IX

RESPONSIBILITIES OF THE APPRENTICE

Apprentices, having read these standards formulated by We Love Philly, agree to all the terms and conditions contained herein and agree to abide by We Love Philly's rules and policies, including any amendments, and to serve such time, perform such manual training, and study such subjects as We Love Philly may deem necessary to become a skilled journeyworker.

In signing the apprenticeship agreement, apprentices assume the following responsibilities and obligations under the apprenticeship program:

- A.** Maintain and make available such records of work experience and training received on the job and in related instruction as may be required by We Love Philly.
- B.** Maintain and make available such records of work experience and training received on the job and in related instruction as may be required by We Love Philly.
- C.** Maintain and make available such records of work experience and training received on the job and in related instruction as may be required by We Love Philly.

Section X WORK EXPERIENCE

During the apprenticeship, the apprentice will receive OJL and related instruction in all phases of the occupation necessary to develop the skill and proficiency of a skilled journeyworker.

The OJL will be under the direction and guidance of the apprentice's supervisor.

Section XI Related Technical Instruction

Every apprentice is required to participate in coursework related to the job as outlined in Appendix A. A minimum of 144 hours of related instruction is recommended for each year of the apprenticeship.

Apprentices agree to take such courses as We Love Philly deems advisable. We Love Philly will secure the instructional aids and equipment it deems necessary to provide quality instruction. In cities, towns, or areas having no vocational schools or other schools that can furnish related instruction, We Love Philly may require apprentices to complete the related instruction requirement through electronic media or other instruction approved by the Registration Agency.

Apprentices will not be paid for hours spent attending related instruction classes outside of normal work hours. We Love Philly will inform each apprentice of the availability of college credit, as applicable, for successful completion of this program.

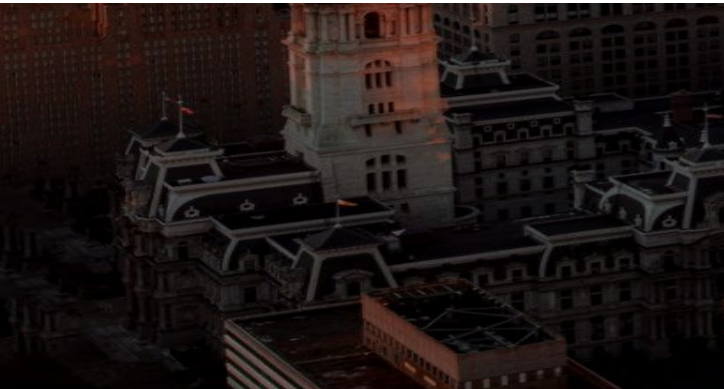
Any apprentice who is absent from related instruction will satisfactorily complete all coursework missed before being advanced to the next period of training. In cases of failure of an apprentice to fulfill the obligations regarding related instruction without due cause, We Love Philly will take appropriate disciplinary action and may terminate the apprenticeship agreement after due notice to the apprentice and opportunity for corrective action.

To the extent possible, related instruction will be closely correlated with the practical experience and training received on the job. We Love Philly will monitor and document the apprentice's progress in related instruction classes.

We Love Philly will secure competent instructors whose knowledge, experience, and ability to teach will be carefully examined and monitored. We Love Philly may require the instructors to attend instructor training to meet the requirements of 29 CFR § 29.5(b) (4)(i)(ii) or state regulations.

Section XII SAFETY AND HEALTH TRAINING

All apprentices will receive instruction in safe and healthful work practices both on the job and in related instruction that are in compliance with the Occupational Safety and Health Administration standards promulgated by the Secretary of Labor under 29 U.S.C. 651 et seq., as amended, or state standards that have been found to be at least as effective as the federal standards.





Section XIII

CERTIFICATE OF COMPLETION OF APPRENTICESHIP

Upon satisfactory completion of the requirements of the apprenticeship program as established in these Standards, We Love Philly will so certify to the Registration Agency and request the awarding of a Certificate of Completion of Apprenticeship to the completing apprentice(s). Such requests may be completed electronically using the Registered Apprenticeship Partners Information Data System (RAPIDS)

or in writing using the supplied PA Department of Labor, ETA, Office of Apprenticeship, Application for Certification of Completion of Apprenticeship Form in (Appendix B), accompanied by the appropriate documentation for both on- the-job learning and the related instruction as may be required by the Registration Agency.

OUR PROGRAM

Offers Digital Marketing Certification

The We Love Philly Digital Marketing Apprenticeship gives High School graduates the opportunity to get on the job training while gaining industry recognized credentials and a progressive wage.



“The We Love Philly Apprenticeship program helped unlock parts of me I didn’t know existed” - **Andrea S.**

We Love Philly Apprentice with 1SEO



PROGRESSIVE WAGE SCHEDULE

Progressive Wage Schedule

Apprentices shall be paid a progressively increasing schedule of wages based on a percentage of the current minimum hourly journeyworker wage rate, which is no lower than \$25 per hour.

In no case will the starting wages of apprentices be less than that required by a minimum wage law that may be applicable.

Period*	% of Journeyworker Wage	Wage Amount in Dollars**	Hours	Competency
1 st	64%	\$16.00		competency 1-4
2 nd	72%	\$18.00		competency 5-8
3 rd	80%	\$20.00		competency 9-12
4 th	92%	\$22.50		competency 13-16
Journeyworker Entry Wage	100%	\$25.00		

Period*	% of Journeyworker Wage	Wage Amount in Dollars**	Hours	Competency
1 st	64%	\$16.00		competency 1-4
2 nd	72%	\$18.00		competency 5-8
3 rd	80%	\$20.00		competency 9-12
4 th	92%	\$22.50		competency 13-16
Journeyworker Entry Wage	100%	\$25.00		

Quotes

“ We Love Philly was a turning point for my life. Thanks to their real world approach, I was able to mentally and financially benefit from their life lessons and on-site opportunities in a way that leaves me confident about my future”

Thayid Wilson

We Love Philly
Apprentice with 1SEO



FOLLOW US FOR MORE **INFORMATION**

Please feel free to call us at 267-702-8698) or contact us by (email),
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THANK YOU

