



**DIGITAL CAREERS
UPSKILL PROGRAMME**



Fully Funded Digital Courses

Invest in yourself or your business with
short courses that make a huge impact

Contact our Digital Skills Team

T: 0161 951 2969

E: sercoskills@serco.com

W: www.serco-ese.com/digital-careers-upskill

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**SKILLS FOR
GROWTH**
DOING THINGS DIFFERENTLY FOR
GREATER MANCHESTER'S WORKFORCE

Delivered by

serco



The Digital Careers Upskill Programme offers employees and businesses in Greater Manchester access to **FULLY FUNDED DIGITAL SKILLS COURSES**.

It is being delivered as part of the **Skills for Growth** programme managed by **Greater Manchester Combined Authority** and funded by the **European Social Fund**, which means there is no cost to employees or businesses.

SUPPORTED FOR SUCCESS

When you contact us, we will work with you to develop a bespoke digital skills training programme relevant to your needs. If you are an individual looking to progress your career in digital, or you are contacting us on behalf of your business to understand how we can reskill or upskill your people to enhance your digital capabilities, we will help you identify the right courses to meet your needs.

Also, all learners that sign up to a course on this programme will be provided a personal Skills Coach from the start of their learning journey. The role of the Skills Coach is to support the learner from ensuring they are on the right course, and on track to make the most of their career opportunities in the digital sector.

ELIGIBILITY

The programme is available to any employee and business based in:

- Bolton
- Bury
- Manchester
- Oldham
- Rochdale
- Salford
- Stockport
- Tameside
- Trafford
- Wigan

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**DIGITAL CAREERS
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Training providers and courses

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TRAINING PROVIDERS

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The Digi-Skills Ready Pathway – Foundation Level

Increase your own and your organisation's digital capability – and opportunity – with this introduction to Digital Skills.

Our Digi-Skills Ready Pathway is designed for “Anyone at Anytime” in their digital learning journey and who is curious to understand more about the different technologies and various concepts involved in the digital industry. It enables you to:

- Improve your personal productivity by giving you new tools to do things smarter
- Provide more value in discussions and work on improving processes and procedures in your organisation
- Help decide if digital is a potential career for you, and if so in which part of digital
- Qualify for participation in subsequent Practitioner Pathway programmes where you can specialise in specific digital disciplines

THROUGH THIS COURSE, YOU WILL:

- Be more employable by being more productive with your new digital skills
- Have the potential to earn more! The additional salary* benefits for digital skills ranges from £2,700 to £11,300 for higher skilled jobs
- Learn how to recognise and pursue digital career opportunities

*No Longer Optional: Employer Demand for Digital Skills
– Burning Glass Technologies, commissioned by DCMS.

CAREER DEVELOPMENT

We provide you with personal support from a coach and the tools and techniques you need to assess your skill level and devise a career plan via Continuous Professional Development (CPD) to advance in a digital career.

PART-TIME LEARNING AND SELF-STUDY

- Online tutor-led learning sessions – 1 x 3-hours per week for 6 weeks
- Self-study – this will depend on your learning style, but we recommend up to 5 hours a week
- Skills Coach support – they will support and guide you to make time to study in a way that suits your lifestyle

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COURSE

The Digi-Skills Ready Pathway – Foundation Level

Level 3
Accredited

DETAILS

The pathway is completed over a period of 6 weeks and is done part time, giving you the flexibility to learn alongside your day job.

You'll get a solid understanding of the digital possibilities with tools and technologies including:

Microsoft Office applications with a focus on Excel and data analysis, collaboration and productivity

We will take you through Microsoft Office applications to ensure you have the skills needed to get the most out of Excel, Outlook, PowerPoint, Word and MS Teams.

Excel is the number one tool to make you more productive, helping you become better at collecting, amending and presenting data that is important for decision making in business, whether related to people, project management, administration, operations, sales/marketing or finance.

Collaboration and productivity

We will look at ways to collaborate with internal and external colleagues, along with how to be more productive and having multiple colleagues working towards the same goal.

Cloud computing concepts

We all talk about the Cloud, but what is it really and why does it matter?

The connected world

We're all connected 24/7, but how does it really work and what enables this connectivity?

Data

The number one currency in today's world is data, and being able to work with data, and provide meaning to businesses out of data, is a very in-demand skill.

Cyber security

You can't talk about digital and not talk about cyber security. We all have a responsibility to keep us safe and you will get the tools to do so. You will also work towards an accredited NCFE level 3 unit.

Software development concepts

Get a basic understanding of how you can automate tasks and processes – and you don't even need to be a software developer writing complicated code to achieve it.

Professional skills and behaviours (NCFE Level 3)

An accredited Level 3 unit where you will gain an understanding of the professional skills and behaviours required for a career within the digital arena, with a focus on cyber security.

DURATION

18 hours

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Short courses – huge impact

3D 360 was born out of industry and the realisation that 3D printing is the future of manufacturing. 3D printing is changing the way things are made today and is the fastest growing manufacturing sector on the planet.

3D printing is challenging traditional manufacturing techniques and making the previously un-manufacturable possible.

Whether you are new to 3D printing or an experienced engineer, teacher or technician, 3D 360's training modules are tailored to suit all ability levels and are designed to challenge and change the way you think about manufacturing and 3D printing.

All their 3D Printing and 3D CAD training courses are focussed on teaching industry transferable skills sets and proven industry techniques.

3D 360 is dedicated to educating the Greater Manchester area on the significant production and environmental benefits of 3D printing.

Contact our dedicated team today to find out more.

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COURSE

DETAILS

DURATION

Introduction to Additive Manufacturing and 3D Printing Applications for Industry

This course is an introduction to 3D Printing, Additive and Digital Manufacturing and will equip you and/or your employer/business with an overview of the capabilities of 3D printing and how to integrate 3D printing and Additive Manufacturing into your workplace and business.

1 day

3D Computer Aided Design (CAD) Design Principles with Design for 3D Printed Components

This course covers an introduction to the fundamental commands and first principles that all 3D CAD systems follow.

2 days

The course will teach you how to design for 3D printed components with an introduction to 3D Printing, Additive and Digital Manufacturing, and an overview of industry applications.

3D Printer Build and Operator Level Training with Additive Manufacturing and 3D Printing Applications for Industry Overview

This course is an introduction to 3D Printing, Additive and Digital Manufacturing with an overview of industry applications.

2 days

The course will give the learner the skills required to build a fully functional FDM 3D printer and provide operator level practical skills and understanding of how to operate and maintain a 3D printer.

3D Printer Build and Advanced Operator Level Training with Additive Manufacturing and 3D Printing Applications for Industry Overview

This course is an introduction to 3D Printing, Additive and Digital Manufacturing with an overview of industry applications.

3 days

This course provides the learner with operator level practical 3D printer skills sets and helps your employer/business transition to 3D printing, Additive and Digital Manufacturing.

Learners will also develop the skills required to build a fully functional FDM 3D printer and provide the advanced level practical skills and understanding of how to operate and maintain a 3D printer.

3D Printer Build, Advanced Operator and Technician Level Training including Maintenance, Servicing, Consumables and Supply Chain Procurement, plus Additive Manufacturing and 3D Printing Applications for Industry Overview

This is a practical course on how to build a fully functional FDM 3D printer from scratch.

5 days

You will gain a detailed technician level overview of 3D printing and industrial applications as well as learning how 3D printers can support volume manufacture and produce previously unmanufacturable components.

3D Computer Aided Design (CAD) with 3D Printer Build and Operator Level Training with Additive Manufacturing and 3D Printing Applications for Industry Overview

This is a practical course on the fundamental commands and first principles that all 3D CAD systems follow, how to design for 3D printed components, how to build a fully functional FDM 3D printer from scratch with advanced level practical skills, and understanding of how to operate and maintain a 3D printer.

5 days

This course also provides an introduction to 3D printing, additive and digital manufacturing with an overview of industry applications.

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Improving digital communications

The Siamo Group has over 30 years of experience helping companies large and small to improve performance and efficiency through recruitment and training.

Siamo truly understands recent trends in industry and has vast experience of current practices and techniques to deliver a range of key training to help businesses and employees succeed.

For the Digital Careers Upskill Programme, Siamo offers:

DIGITAL SALES AND COMMUNICATION – LEVEL 3 ACCREDITATION

This course is designed to give sales focused staff the ability to communicate digitally, effectively. Learners will be able to plan, create and perform sales processes via various methods and platforms.

DIGITAL CLIENT RELATIONS COMMUNICATION SPECIALISTS – LEVEL 3 ACCREDITATION

This course is designed to increase the standards of communication in businesses, taking into account the change from verbal to non-verbal communication that has occurred over the last 5 years.

DIGITAL COMMUNICATION AND COLLABORATION – LEVEL 3 ACCREDITATION

Effective and efficient communication within any type of business supports engagement, helps motivate, reduces waste and subsequently fosters a productive and happy environment.

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COURSE

DETAILS

DURATION

Digital Sales and Communication

Level 3
Accredited

This course is designed to give sales focused staff the ability to communicate digitally, effectively. You will be able to plan, create and perform sales processes via various methods and platforms. On completion of the course, you will receive a certificate of participation and an accredited Level 3 qualification.

Topics covered include:

- Sales communication fundamentals
- Dealing with customers in writing and electronically (R/601/1226)
- Preparing a PowerPoint presentation
- Using video calls
- Digital safety/security/legislation

Each subject will be covered in a 2-hour workshop, delivered either face to face or over Microsoft Teams. This will be followed up with workplace observations, coaching and evidence collection.

5 x 1-day
sessions
over 2-4
weeks

32-36
guided
learning
hours

Digital Client Relations

Level 3
Accredited

Over the past 5 years the relationship between business and clients has changed dramatically. Consumers have more choice than ever when it comes to products and service and there is an expectancy of one click purchasing, next day delivery and instant communication via the internet. As competition becomes stronger, it has never been more important for businesses and individuals to have the relevant and up to date skills, to deal with customers online as well as over the phone and face to face.

Topics covered include:

- Communication fundamentals
- Dealing with customers in writing and electronically
- Communicating via social media
- Using video calls
- Digital safety/security/legislation

Each subject will be covered in a 2 hour workshop, delivered either face to face or over Microsoft Teams. This will be followed up with workplace observations, coaching and evidence collection.

5 x 1-day
sessions
over 2-4
weeks

32-36
guided
learning
hours

Digital Communication and Collaboration

Level 3
Accredited

This course aims to raise the standard of internal communication in a business, promote collaboration between departments and reduce conflict. Digital communication has never been so important with increased use of technology in the majority of working environments. This course will inform, guide and support staff to communicate to their very best ability using a variety of methods.

Topics covered include:

- Communication fundamentals
- Using technology for communication
- Creating/reviewing statistical reports
- Collaborative working between departments
- Digital safety/security/legislation

Each subject will be covered in a 2-hour workshop, delivered either face to face or over Microsoft Teams. This will be followed up with workplace observations, coaching and evidence collection.

5 x 1-day
sessions
over 2-4
weeks

32-36
guided
learning
hours

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Digital marketing and advertising

Digital marketing is the top required skill in the marketing industry, and digital marketing and advertising skills capabilities are high in demand by businesses.

This course will provide knowledge of the role of internet marketing within a modern marketing context. Learners will understand the benefits of internet marketing to customers and potential customers, the opportunities offered to business and the challenges faced by businesses using internet marketing.

Upon completion, you will have an understanding of:

- Different marketing models
- A variety of marketing media and elements that a business can use to communicate with potential customers
- How to use Google and Facebook Ads in campaigns
- The benefits to your business and how digital marketing techniques are crucial to business growth and success
- How to improve your business processes
- Reducing your costs
- Increasing productivity

Undertaking the Internet Marketing in Business course opens the door to a wide range of future jobs and career paths.

BENEFITS TO EMPLOYERS

- Reaches more customers
- Improves communication and customer retention
- Presents more opportunities to build a winning brand
- An effective crisis management tool

BENEFITS TO INDIVIDUALS

- Increases earning potential
- Advance a career in marketing
- Access new career opportunities

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Internet Marketing in Business

COURSE

Internet Marketing in Business

Level 3 Accredited

DETAILS

This course will provide knowledge of the role of internet marketing within a modern marketing context.

You will understand the benefits of internet marketing to customers, the opportunities offered to businesses by internet marketing and the challenges faced by businesses using internet marketing.

DURATION

60 hours over 5 weeks

Week 1:

- Introduction to qualification
- The PESO model
- The SMART model
- Micro moments
- Buyer personas
- Bidding strategies

Week 2 and 3:

- Google Ads
- Facebook Ads Manager
- Revision

Week 4 and 5:

- Workbook study

Teaching and learning will be delivered through varied methods including recorded and live webinars, online activities, group remote teaching sessions, formative assessments and online tools, such as HubSpot and LMS.

Overall training outcomes:

- Know the role of internet marketing within a modern marketing context
- Describe the role internet marketing has in a marketing context
- Describe how selected organisations use internet marketing
- Understand the benefits of internet marketing to customers
- Explain the benefits to customers of a business using internet marketing
- Understand the opportunities offered to business by internet marketing
- Describe the benefits to a selected business of using internet marketing
- Explain how internet marketing has given a selected business the opportunity to be more efficient, effective and successful
- Understand the challenges faced by using internet marketing
- Explain the challenges facing a selected business when using the internet as a marketing tool

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Develop your skills



The Tess Group is an award-winning training provider, delivering training to meet your ROI goals.

We offer a partnership approach to design in-house, tailor-made courses that are bespoke to your business.

COURSE	DETAILS	DURATION
Business Dynamics Level 3 Accredited	<p>This course is designed to develop an understanding of how each social media platform caters for a different demographic of customer, and that modifying communication to suit each platform can maximise the impact of the message.</p> <ul style="list-style-type: none"> • How social media fits into the objectives and marketing of a business • Selecting the best social media tools and channels for a business • Measuring the success of social media tools and channels • Understanding how social media policy and guidelines can impact a business • Be able to monitor how a business is using social media 	30 hours
Data Analytics and Digital Community Fundamentals Level 3 Accredited	<p>This course covers the principles of data analytics and how to report findings. You will learn how to review forums and community sites to identify a threat or opportunity for brand or product, then assess and act swiftly, using your knowledge of the product and the overall communication strategy.</p> <p>You will then learn how to analyse and prioritise information and data analytics acquired through such reviews to create reports for internal use and how to escalate appropriately within an organisation.</p> <ul style="list-style-type: none"> • Understand the role and requirements of digital marketing • Learn the principles of search engine optimisation (SEO) • Develop the principles of marketing research using the internet • Digital marketing devices and message design • How to use digital technology for marketing purposes • Understanding community sites, forums, their set up and purpose • Developing communication strategies 	30 hours

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BACK 2 WORK COMPLETE TRAINING

Back2Work Complete Training provides pre-employment training throughout the UK.

Drawing on industry experience, we've tailored each and every one of our programmes to suit practices in a way that is sure to have you set off on the right foot from day one.

COURSE	DETAILS	DURATION
Power BI: Data Analysis Professional	<p>On this course you will learn how to use Power BI (Business Intelligence) Desktop to create highly visual insights, reports and dashboards that can easily be shared with others. You will also explore how Power BI can be used to create a multi-perspective view into a dataset, with visuals that represent different findings and insights from that dataset, allowing users to drill, filter and sort the reports to represent nuggets of information.</p> <p>Progression Unit: Gateway Level 3 Unit in Data Analytics.</p> <ul style="list-style-type: none"> • The purpose of organising and evaluating business data • Comparing primary and secondary research methods • Quantitative and qualitative research methods • The role of market research and the different digital methods for collecting market research data • The types of data analysis used in business • Tools for data collection and analysis • Selecting relevant, valid, and reliable business data to analyse • Analysis and evaluation tools and techniques to analyse business data • Reviewing business data to produce accurate, unbiased results and conclusions • Presenting business data in an appropriate format and to an agreed timescale 	2 days
Introduction to Coding	<p>On this course you will learn to speak the language of coding and the fundamentals that will support you in continuing your coding and software journey. Delivered in an engaging online environment, you will develop the skills needed to understand web development and coding. The course offers dynamic and interactive sessions that cover the most market-driven technologies.</p> <p>Progression Unit: Introduction into Computer Programming.</p> <ul style="list-style-type: none"> • Binary explained with Logic Gates Introduction • Independent directed study • Coding languages explained with practical elements • Cross browser compatibility and file types with group research elements • LAMP stacks and deployment with practical element 	3 days

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Founded in 2013, ESS is an award winning provider of training, with a reputation for quality of service.

Our trainers work hard to make courses engaging and valuable, delivering practical skills that benefit a business.

COURSE	DETAILS	DURATION
Digital Data Management for Business Level 3 Accredited	<p>The management of digital data is extremely important to all businesses. Employees should all have a good understanding of the risks and consequences of poor data management when accessing, processing and sending data digitally.</p> <p>This learning course is designed to upskill individuals to understand how to manage digital data to prevent data breaches, data loss and threats from cyber-attacks. Learners will also learn how to identify unethical conduct within the digital environment.</p> <ul style="list-style-type: none">• Understand the consequences of digital data breaches and data loss• How to manage digital data in line with GDPR• Prevent and minimise cyber attacks• Recognise red flags and how to deal with them• Identify unethical conduct within a digital environment	30 hours
Information Systems for Data Management Level 3 Accredited	<p>It is essential for businesses to manage information and data to identify past and current performance in order to predict and plan for the future.</p> <p>This course will enable learners to explore the analysis and presentation of data, including the types and business uses of data, issues relating to reliability and validity and methods and techniques used to present business data.</p> <ul style="list-style-type: none">• Understanding the analysis and presentation of business data• Using information systems in a business environment• How to monitor the use and effectiveness of an information system• Analysing data within excel• The importance of data security	30 hours

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Skills Ladder specialises in training and qualification delivery both in the private and public sectors.

Our team has over 35 years of experience in delivering IT education, and we have a close working relationship with businesses across many sectors including manufacturing, retail and professional services.

COURSE	DETAILS	DURATION
Pivot Tables for Professionals – Advanced Spreadsheets Skills and Techniques Level 3 Accredited	<p>This course is designed for anyone with a previous background of using spreadsheets. The individual will already be able to write formulas, navigate the platform, and have confidence in using many of the built-in tools.</p> <p>During the course you will learn how to create, edit, and analyse pivot tables, as well as a large variety of other useful high-level functions. The course will be very hands-on, with most of the time spent actively working on spreadsheets.</p> <ul style="list-style-type: none">• Improve spreadsheet skills• Create, edit and analyse pivot tables• Use SUMIFS and COUNTIFS as the basis for learning pivot tables• Understand and use XLOOKUP (plus older versions such as VLOOKUP and LOOKUP, INDEX and MATCH)• Use the IF formula• Advanced text manipulation	9 hours
Social Media for Entrepreneurs Level 3 Accredited	<p>This course is designed to develop the skills of using social media in order to promote a business to a wider audience.</p> <p>It will specialise in using video on social media platforms, as research shows this generates the highest level of engagement for users. The course will be very hands-on, with most of the time spent actively creating content, learning how to edit or working in groups.</p> <ul style="list-style-type: none">• Understanding the correct social media for your business• Planning a social media campaign• Building a brand on social media• Knowing how to use video• Understanding how to edit videos• Using open source software• Navigating the social media minefield	18 hours

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