

Changed your mind about going to uni?

Look. We get it. There's just too much uncertainty doing the rounds at the moment. And if there's one thing we all crave right now it's some certainty and, frankly, some normality.



Brand new, custom-designed facilities

If you are currently thinking about university and all those freshers' dreams are looking more like a nightmare, there may be a study option you've never before considered.

Jersey, like many countries in the world, has a digital skills shortage. That means there are not enough people with skills that are linked to things like coding and data analytics, but also the creative side of digital like graphic design, video production and marketing.

The good news is there is a degree equivalent qualification that you can study on-island at Jersey's very own digital campus, that will give you world-class skills that employers are actively looking for at home and overseas.

The Digital Leadership Programme is a two-year course, that can be studied either full-time or part-time, that will equip you with a vast suite of specialist skills to set you up for the world of work.

Whether your ambitions are to thrive in somebody else's business, or you have the entrepreneurial spirit to want to start your own, this course really is the one for you.

Applications are open right now for 2021. Simply visit www.digitalleadership.je and take the first step towards a successful and rewarding digital career.

We caught-up with two of our students to find out how the Digital Leadership Programme is benefiting them and how it's helping them shape their future.

What is your current role?

I'm a novelist, freelance PR consultant and myself and two writers launched MyVLF.com, the world's first virtual book festival venue in 2019 - which won UK publishing's start-up award, as well as two Jersey awards. It was also quite prophetic!

Why did you choose to study part-time at the Digital Leadership programme?

Everyone needs to keep learning. Digital is the lifeblood of everything we do and whether its MyVLF, my book marketing or supporting PR clients, I wanted to ensure I had up-to-date digital skills to take the businesses forward.

How has the DLP benefitted you in your career?

It's given me a structure to learn from subject experts, upped my digital marketing and design skills and even in those areas that I don't personally focus, it has given me an understanding of other peoples' roles and project requirements.

What is your favourite part of the course so far?

The penny-drop moments when I have realised there are tools and techniques which can shine a light on what can sometimes seem overwhelming in the digital world.



Samuel Jule, Full-time Student

Why did you choose to study at the DLP?

I chose to study at the Digital Leadership Programme for two main reasons.

Firstly, being able to study a university level qualification while remaining in Jersey was exactly what I was looking for. At the time I was working with a local company and so it was a no-brainer to study on-island if I could. Secondly, I think that the Digital Leadership Programme is offering something that no other courses do. Instead of just studying one specific subject I'm able to branch out and study a variety of different topics, all of which will be helpful for finding work.

What does a day at the Digital Leadership Programme look like?

It's hard to say exactly what a day will be like at the DLP because things are always changing, but generally we'll start the day with an interactive lecture (which could

be anything from web-tech to marketing) and do some group projects up until 12:30, at which point we take lunch. The afternoon is normally similar to the morning, except focused more on practical learning and project work rather than learning through a lecture.

What are your career aspirations or goals?

After graduating from the DLP I'm planning to work as a full-stack web developer and possibly start up my own development company using the business skills I've gained while studying here.

What is your favourite part of the course so far?

It's no surprise, but my favourite part of the course so far is the web-development lectures and projects. The assignments are more than a little challenging, but I feel like I've accomplished something by the end of every project I've finished and website I've built.



Scan this code for a video tour of our Academy

Take control of your career

The digital qualification taught on-island.

Apply now for 2021
www.digitalleadership.je



Gwyn Garfield-Bennett, Part-time Student