

# Livity Africa launches Digital Bootcamp

Youth agency Livity Africa is launching a training opportunity, in association with Google and IAB SA, which offers young people coaching in digital and social media skills to help equip them for a digital career.



"South Africa needs to fill at least a quarter of the current workforce with digital professionals and Digify aims to help address this shortage by creating a consistent pipeline of capable and employable young talent into brands and agencies," said Livity Africa's MD, Gavin Weale.

"What we're desperate for is really diverse talent that represents a complete overview of our country's demographics who understand digital," said BBDO's group planning director, Matt Riley.

"We are excited to be working with innovators like IAB South Africa and Google with the aim of being able to offer every graduate of this programme a full-time and paid entry-level job. We are calling on agencies and brands to get involved with the programme by taking part in the Digify workshops, providing real-life briefs or by offering internships or junior roles to Digify graduates," said Weale.

"This is a unique opportunity for 18 to 25-year-olds based in Johannesburg with raw talent, potential and determination for a career in digital. You show the willingness: we provide the opportunity," said Google's country marketing manager, Elizma Nolte.

## An intensive three-month process

Digify trainees will be put through their paces in an intensive three-month process in a real workplace where they will receive training in digital campaigns, social media and content creation, as well as key Google modules including Search, Ad Words, YouTube and Analytics.

Professional skills coaching will also be offered to ensure that trainees are job smart and work ready. Additionally, trainees will have access to further support during their first eight weeks of employment should they need to overcome any issues that they may encounter during their integration into the formal workplace.

For more, go to [www.digifyza.co.za](http://www.digifyza.co.za).

For more, visit: <https://www.bizcommunity.com>