

# BlueMagnet offers subsidised support to companies in dire need for rapid digital upskilling

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The biggest challenge of the 21st century is staying relevant as the digital skills gap continues to widen in South Africa, and globally, forcing companies to invest more in reskilling their workforce quickly to stay relevant.



The World Economic Forum estimated that more than half of all employees will require significant reskilling by 2022, as many do not even have basic digital literacy skills, not to mention the more advanced and specialised digital marketing skills and technologies that companies now need to adopt to remain competitive.

A recent South Africa's ICT skills survey also highlighted the chronic shortage of digital skills as many companies place digital qualifications and competencies at the top of their priority lists. Emerging digital skills remain among the top 10 most in demand occupations, and as new technologies and roles emerge, skills requirements will continue to evolve, which means that existing supply of digital skills is not big enough to meet the demand.

To support the ever-increasing demand for digital marketing skills which has now escalated faster due to the impact that Covid-19 has had on the digital workforce, BlueMagnet has launched a [Rapid Digital Upskilling Programme](#) with offers a 76% subsidy for 10 employees to become a globally certified Digital Marketing Professional through the Digital Marketing Institute (DMI) based in Ireland.

There are currently over 75,000 DMI Members worldwide and a panel of razor-sharp Global Industry Advisory Champions guiding the course curriculum. The DMI Certification is not just recognised all over the globe – it is also setting the global standard and has Certified more professionals to a single digital marketing standard than any other certification body. Blue-chip global brands, innovators, training companies and even universities in over 90 countries recognise and use Digital Marketing Institute's Certification Framework.

Upon completion of the programme employees will be able to add tremendous value to their organisation through the creation of a cohesive digital marketing strategy for the business. They will learn how to leverage digital platforms for precision micro-targeting at every stage of the customer's buying journey.

This programme is available to a limited number of companies that commit to upskilling at least 10 employees within the organisation at the next intake which runs from 8 to 12 February 2021. The programme is delivered by experienced, live online lecturers via a Zoom platform and learners will have six weeks after the completion of the course to take their examinations at a Pearson testing centre near them. The closing date for registration to take advantage of this subsidised package is 20 December 2020.

If your company or agency is interested in taking part in the programme, please email [training@bluemagnet.co.za](mailto:training@bluemagnet.co.za), or [click here for more information](#). BlueMagnet has been an approved partner to the Digital Marketing Institute since 2012, and its students are among the highest grades globally. [For more information about BlueMagnet, please visit our website.](#)

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