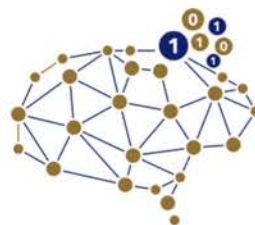


# COB Certified Trainer Academy

Become an Accredited  
COB Certified Trainer



**DIGITAL SKILLS**  
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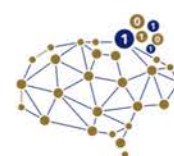
# INTRODUCTION



- Boost Your Career, Raise Your Profile and Increase Your Income, with The Certificate in Online Business Series of practical training and certification programs.
- Digital Skills Authority and its '*Licensed Training Partners*' are in need of credible E-Commerce, Marketing, and Digital Business leaders to deliver the COB Certified Manager and leader series of industry-recognised certifications programs. '*Licensed Training Providers*' are Institutes, Chambers of Commerce, large professional and government organisations, who have purchased a license to sell, host and deliver COB Certified Manager courses in a specific country, countries, states or region. They hire '*Accredited COB Certified Trainers*' to deliver those courses in different languages. Digital Skills Authority trains, enables, assesses and accredits those trainers. Experienced '*Accredited COB Certified Trainers*' have the opportunity of becoming '*Academy Leaders*' (senior trainers who train and assess the Accredited COB Certified Trainers').



- Our COB Certified Manager programs are also a step on the COB Certified Leader programs. The advanced 'Leader' programs are currently being delivered exclusively by Digital Skills Authority with guest trainers and presenters from industry. If you are interested in teaching the advanced elements of the Leader programs, please contact Digital Skills Authority.
- Accredited COB Certified Trainers are either hired as full-time, part-time employees alongside other work or on a freelance basis. Salaries are dependent on the trainer's level and experience, and the other elements of their employment. Freelancers usually earn on average the equivalent of \$2,000 per day, depending on their experience and the 'Licensed Training Partner'. 'Accredited COB Certified Trainers' can only teach our courses through our 'Licensed Training Providers' who are responsible for the advertising, event hosting and marketing of the courses, while utilising the official series of The Certificate in Online Business course books, administration and exam papers provided by Digital Skills Authority.



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# GETTING ACCEPTED TO THE ACCREDITED COB CERTIFIED TRAINER PROGRAM

The quality and reputation of the COB Certified brands are critical to Digital Skills Authority and its partners. We therefore have a stringent application process with high-level criteria for acceptance.

## Core Attributes for Trainers

While trainers are supported with a bespoke advanced training skills program from one of our specialist partners, trainers must possess the following skills and attributes:

- Good written verbal and written communication skills
- Good presentation skills
- Well-organised, presentable, articulate and personable
- The ability to host, engage and lead a class of delegates from a variety of backgrounds for a full week
- The ability to think on your feet with ideas and suggestions for delegate projects
- At least 1-year training or consultative and interactive presenting skills

## COB Certified E-Commerce Manager

From a sales and marketing background, accredited COB Certified E-Commerce Manager trainers, must have the following experience:

- Planning and managing or physically implementing e-commerce stores
- Managing e-commerce business and online sales revenue
- Web site architecture / planning and customer experience basics
- A minimum elementary level hands-on digital marketing skills, such as SEO, Email Marketing, PPC, Banner Advertising, Affiliate Schemes

## BONUS

- Academy Students qualifying for the full COB Certified E-Commerce Manager Program, automatically become qualified to deliver the 'Content Strategy and Customer Experience' day of the COB Certified Digital Marketing and E-Business Manager Programs, and the 'E-Commerce Planning' and 'Introduction to Digital Marketing' days of the COB Certified E-Business Manager Program.
- Academy students also qualify to deliver the 1-Day COB Certified Content Strategist Program, and can extend their learning and accreditation to deliver the COB Certified Web Merchandiser Program, and Category Manager Program

## COB Certified E-Business Manager

Ideally from a hybrid technical (information systems), sales and marketing background, accredited COB Certified E-Business Manager trainers have a broader knowledge of e-business, e-business systems, technologies and opportunities. Accredited COB Certified E-Business Manager trainers, must have the following experience:

- Planned and managed the implementation of e-commerce stores and web sites
- Planned and managed the implementation of portals, intranets and other Internet business ventures such as membership sites.
- Witnessed or supported e-commerce business and online sales revenue
- A minimum elementary level hands-on digital marketing skill as, such as SEO, Email Marketing, PPC, Banner Advertising, Affiliate Schemes



# GETTING ACCEPTED TO THE ACCREDITED COB CERTIFIED TRAINER PROGRAM

There is a 25% difference in content between the COB Certified E-Business and E-Commerce Manager programs – The 1-Day '*Web Merchandising for Maximum Sales*' on the COB Certified E-Commerce Manager course, instead of the 1-Day '*E-Business Strategy, Planning and Management*' of the COB Certified E-Business Manager course.

## **COB Certified Digital Marketing Manager – Strategy and Core Learning Trainers**

You will have a solid sales and marketing background, be a senior level strategic marketer and have at least 10-years digital marketing experience. Accredited COB Certified Digital Marketing Manager trainers, must have the following experience:

- Developed and managed the implementation of multi-channel and digital marketing strategies, for both consumer products and services, and business-to-business or business-to-government products and services
- Hands-on experience in all aspects of digital marketing delivering successful results
- Led a team of marketers, sourced and co-ordinated agencies and suppliers
- Have written, prepared content for, planned and managed the implementation of a customer-facing web site
- Will have an understanding and experience of working with both smaller and larger marketing budgets

Strategy and core learning trainers can be a full course trainer, if they have good solid practical knowledge of social media marketing and pay-per-click advertising. All those studying for the Full or Strategy and Core Learning Trainer Accreditation, take the full Accredited Training Program

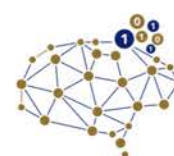
## **BONUS**

Academy Students qualifying for the COB Certified Digital Marketing Manager Program, automatically become qualified to deliver the Introduction to '*Digital Marketing and Advertising*', and '*Content Strategy and Customer Experience*' days of the COB Certified E-Commerce and E-Business Manager Programs

## **COB Certified Digital Marketing Manager– Specialist Trainers**

Specialist trainers are experts in their field and deliver either one or both of the following days. If you choose to, or qualify to become a specialist trainer, you will deliver one or both of the following days of the COB Certified Digital Marketing Manager Program.

- 1-Day Pay-Per-Click Advertising
- 1-Day Social Media Marketing



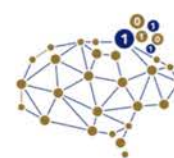
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# ACCREDITED COB CERTIFIED E-BUSINESS & E-COMMERCE MANAGER TRAINER – FULL PROGRAM

What is involved in the COB Certified E-Commerce & E-Business Manager programs Accredited Trainer program?

**1. A program of study, workshops, development and support for up to 8-Weeks from Start to Accreditation**

- E-Learning
  - E-Learning access to courses for first run-through (to familiarise with content)
  - Students do not take the exercises and workshops but wait for the classroom course
  - At student's leisure, full-time or part-time (25-hours) – recommended allow 4-weeks if navigating work schedules.
- 10-Day Bootcamp
  - 1-Day Program Induction
  - How to administer a course
  - Course Structure
  - Delegate Care and Best-Practice
  - Certification Standards and Quality
  - Trainer Tools
  - Gaining and maximising trainer feedback
  - Accessing job opportunities and projects with Licensed Training Providers
  - 1-Day E-Business Strategy and Planning Training Day (Exclusive content from the COB Certified E- Business Manager Program)
  - 3-Days Train the Trainer Course / Advanced Presenting and Course Leadership Course – Delivered by a train-the-trainer / presentation / vocal skills specialist company
  - 2-day break or weekend (with some optional revision homework)
- 5-Day COB Certified E-Commerce Manager Classroom course
  - Inclusive of optional dual certification paper\*
  - Pre-Trainer Assessment Study / Preparation with Virtual Trainer Support (if needed),with continued access to e-learning.
  - Trainer Assessment – 5-6 days depending on whether chosen to qualify and deliver both or just one of the programs5-days face-to-face, 1-day virtually).
  - Live classroom environment
  - Potentially with end clients attendance\*\*



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# ACCREDITED COB CERTIFIED E-BUSINESS & E-COMMERCE MANAGER TRAINER – FULL PROGRAM

## Dual Certification Option - Manager Series

Students are trained on the material from both programs, although charged for just one program. This is beneficial for two key reasons:

- Students benefit from additional contextual learning
- Accredited COB Certified Trainers are more versatile and therefore more attractive to employers.

Freelance Accredited COB Certified Trainers, have a wider number of courses and Licensed Trainer Providers (LTP) than can apply to train for. A trainer may have an exclusive or non-exclusive agreement with an LTP. More IT Management / Strategic focused LTPs tend to champion the COB Certified E- Business Manager Program, whereas more sales, e-commerce and marketing focused LTPs champion the COB Certified E-Commerce Manager Program.



# ACCREDITED COB CERTIFIED DIGITAL MARKETING MANAGER TRAINER – FULL PROGRAM

**Program Up to 8-Weeks from Commencement to Accreditation**

## **E-Learning**

- E-Learning access to courses for first run-through (to familiarise with content)
- Students do not take the exercises and workshops, but wait for the classroom course
- At student's leisure, full-time or part-time (14-hours) – recommended allow 2-4-weeks if navigating work schedules.

## **9-day boot camp**

- 1-Day Program Induction
  - How to administer a course
  - Course Structure
  - Delegate Care and Best-Practice
  - Certification Standards and Quality
  - Trainer Tools
  - Gaining and maximising trainer feedback
  - Job opportunities and projects with Licensed Training Providers
- 3-Days Train the Trainer Course / Advanced Presenting and Course Leadership Course – Delivered by a train-the-trainer / presentation / vocal skills specialist company
- 2-day break for weekend
- 5-Day COB Certified Digital Marketing Manager Classroom course
- Pre-Trainer Assessment Study / Preparation with Virtual Trainer Support (if needed), with continued access to e-learning.
- Trainer Assessment – 5-days face-to-face
  - Live classroom environment
  - Potentially with end client attendance\*\*



## **Trainer Assessment in Live Class Environment – Gain immediate income**

- Accredited COB Certified Trainers are assessed through delivery of a classroom course in a live environment to Academy Leaders.
- Students or their course sponsor (if sponsored by a Licensed Training Provider) may send up to 6 delegates on the trainer assessment (live course), either as a form of immediate marketing and feedback, or immediate revenue to immediately recoup some of trainer accreditation fee. NOTE: Places must either be free to the delegate or charged at a heavily discounted rate (as a 'Promotional Trainer Under Assessment Place'. The COB Certified Academy Leader / Assessor will be supporting the process and progress of the delivery of the course. Students can gain immediate reviews regarding their training, which they can choose to or not to use.



# ACCREDITED COB CERTIFIED DIGITAL MARKETING MANAGER TRAINER – FULL PROGRAM

## Academy Fees

The fee for the following trainer programs is \$23,200 USD inclusive of examination and accreditation costs and ongoing trainer benefits.

- Accredited COB Certified E-Commerce Manager Trainer
- Accredited COB Certified E-Business Manager Trainer
- Accredited COB Certified E-Business + E-Commerce Manager Trainer
- Accredited COB Certified Digital Marketing Manager Trainer

## Get Your Fees Sponsored

If you are an LTP employee or you have a relationship with a 'Licensed Training Provider', or a potential organisation you would like to encourage to become a 'Licensed Training Provider', you could request that they sponsor you for the program. Alternatively you have the option to recoup some of your fee during your live class assessment. Other ideas, include crowd-funding your fees, or obtaining government sponsored support.

- Ongoing Trainer Benefits
- Attend annual 'COB Partners and Trainers Conference'
- Gain continued support and updates regarding the courses through e-learning and other materials
- Get listed on 'Accredited Trainer Reviews Board' (upcoming – Clients can leave reviews for trainers, which can be used to support job applications and freelance hiring).
- Access offers regarding upcoming programs
- Gain support with recruitment to 'Licensed Training Providers'
- Have the potential to progress to one of our own 'Academy Leaders', who train and assess 'Accredited Trainers,



# THANK YOU

Watch out for future opportunities for Accredited Trainer training across our growing range of certification programs. If you are interested in finding out more about our program, please take a look at public course dates listed on our web site, as well as request other course dates and locations, please call or email us.

**Contact Information**

Digital Skills Authority

North America +1 (302) 574-6698 Select option 1

UK Phone: 01753 362 654 International +44 1753 362 654 Select option 1

Email: [team@digitalskillsauthority.org](mailto:team@digitalskillsauthority.org)