



LEVEL 4
AI SPECIALIST
APPRENTICESHIP
BY INDUSTRY, FOR INDUSTRY

creative
process



Transform Your Business with a Fully Funded AI Specialist

Access £18,000 in government grant funding to upskill your team, streamline operations, and build a lasting competitive advantage.

The **AI Specialist Programme** is a 15-month apprenticeship designed to integrate cutting-edge AI directly into your business. There is no heavy theory here. The curriculum is entirely practical and project-based, meaning your employee learns by solving your real-world business challenges.

By enrolling a team member, you will enable them to:

Sharpen Strategy & Innovation:
Use generative AI to unlock creative solutions and data-driven insights.

Boost Efficiency:
Automate repetitive day-to-day tasks, freeing up valuable time for high-impact work.

Build a Future-Proof Toolkit:
Master practical AI tools that drive productivity and long-term value.

Who is this for? The programme requires no prior AI experience and is perfect for modernizing roles across your business, including operations, administration, marketing, sales, data, and management.

How Creative Process Supports You:
Whether you want to upskill an existing employee or bring in fresh, driven talent, we handle the heavy lifting:

Zero-Cost Recruitment:
Access our free recruitment service to source top-tier candidates with no obligation.

Zero Paperwork Stress:
We manage the administrative funding process so you can focus entirely on scaling your business.

The AI Specialist is at a level 4 standard and lasts for 15 months. The diploma qualification is awarded by the Chartered Institute for IT.

Expert-Led Training – Learn from industry professionals with extensive AI experience and gain insights from those working at the forefront of AI innovation, building a strong business focussed foundation.

Practical Hands-On Experience – Focus on real-world application through projects and case studies, developing a practical understanding of how AI works in practice and equipping you with tools you can apply in the workplace from day one, including:

Module 1: AI Fundamentals & Machine Learning Principles

Build a understanding of how AI and machine learning work and how they can be applied to solve real-world problems through prediction, classification and pattern recognition.

Module 2: Automation Technologies & Process Optimisation

To develop the ability to identify inefficient processes and apply automation tools to improve productivity, reduce manual effort and streamline workflows.

Module 3: Data-Driven Decision-Making & Analysis

Enable the interpretation and use of data effectively to inform decision making, identify trends and improve performance outcomes.

Module 4: Ethical & Responsible AI Practices

Ensure understanding of the risks, responsibilities, and ethical considerations involved in using AI, including fairness, transparency, privacy and data protection.

Module 5: Implementing AI in Your Organisation

Develop the capability to plan, integrate, and manage AI solutions within existing operations, ensuring alignment with organisational goals and practical constraints.

Module 6: Best Practice Use of AI Tools

Build confidence in selecting and using AI tools effectively, ensuring accuracy, efficiency, and appropriate application across different tasks and workflows.

Module 7: Identify & Build Your Business Solutions

Enable the identification of opportunities for improvement and the design of practical AI or digital solutions that address real business challenges and create measurable value.

EMPLOYER TESTIMONIALS



Creative Process supports employers to develop the digital skills and capabilities they need for the 21st Century. We do this via the AI and Digital Apprenticeships that we launched with the Government at Apples UK HQ in London and at iCrossing (Hearst Corporation) in Brighton.

Warner Brothers

“We’ve just hired a production apprentice - the recruitment support has been absolutely amazing – the process was the least painful recruitment drive I have participated in for a while!” Jackie Davis, Head of Talent. Warner Bros (formerly Ricochet, Brighton).



Gene

“Recruitment is one of the biggest challenges our industry is facing. The industry moves very quickly, and a lot of new ideas come from young people. We wanted to train those young people in keeping with our company values and philosophy. Our Creative Process apprenticeships have been a great return on investment” Matt Parkinson, CEO, Gene (Brighton Web Developer Agency).



iCrossing

“iCrossing, our City, the region and the wider creative industry rely on young, motivated, digitally savvy people wanting to do great things, make a difference and change the world. Technology is touching and changing the way we do business, entertain ourselves, communicate and more and I expect to see the innovators of tomorrow emerge from the Digital Apprenticeship scheme today and iCrossing are happy to support it and extend our best wishes to the team behind it” Paul Doleman, CEO, iCrossing.



Register to join our industry led programme
or get in touch if you any other questions

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