



# EMPLOYER CASE STUDY



## NAME OF THE EMPLOYER:

Invasion Camp Group Ltd

## T LEVEL ROUTE THIS EMPLOYER RELATES TO / SECTOR OF ACTIVITY:

The UK's service-based economy is becoming increasingly digital and demand for highly-skilled professionals in a range of digital professions is growing. In Manchester, the creative digital sector is rapidly expanding, fuelled by Media City in Salford and a growing number of creative agencies that offer northern businesses an alternative to those based in London.

To ensure that young people in the city have access to the training and education required to pursue a career in this exciting sector Invasion Group, is partnering with The Manchester College to deliver Digital T Levels.

## WHY ARE YOU RECOMMENDING THIS PARTICULAR EMPLOYER?

Today, Invasion is one of the largest youth travel organisations in the UK, offering a wide choice of life-changing and unforgettable experiences, whether that involves visiting the sites in Europe's cultural cities, volunteering in South Africa, working at an American Summer Camp or teaching in Thailand.

Students have been able to assist with the social media unit and undertaken live briefs for Website Development to rebrand and redesign Camp Thailand. They have also developed their skills in app creation for the summer camps and expeditions.

Two students have now been employed by digital companies who said that the experience they had gained at Invasion was vital to securing the role.