

# Applications open for January 2015 intake of Digify candidates

Digify, the Google and IAB SA-backed three-month digital bootcamp run by youth agency Livity Africa, is calling talented 18-to-25-year-olds to apply for its January 2015 intake.



Commencing in Johannesburg in mid-January 2015, 15 young people will join the successful initiative which has seen graduates start their careers in some of the country's top digital agencies including Native VML and Retroviral.

Livity Africa Managing Director Gavin Weale says: "What is really unique about this bootcamp is our strong links with leaders in the digital industry. Not only is Google funding the initiative, they provide Google experts to ensure the young people receive up-to-date training with Search, AdWords, Analytics and YouTube and as well as running campaigns on other social media networks."

"In addition to gaining technical skills, our Digifyers work closely with brands and agencies to develop campaigns for real live briefs. In the last two cohorts, they have developed campaign ideas for brands like Red Bull, Kit Kat, Nescafé, MTN, Nandos and Mountain Dew," says Weale.

## Skilled individuals to sustain South Africa's fast digital growth

Google South Africa Country Marketing Manager Elizma Nolte says: "We are delighted to continue supporting Digify as part of a local initiative to grow digital talent in South Africa. We have been impressed with the talent emerging from Digify, and initiatives like these are of utmost importance in making sure we have skilled individuals to sustain South Africa's fast digital growth."

Weale adds, "As an industry, we need to fill a gap of at least a quarter of the current workforce (IT Web, 2011). Digify aims to place all graduates in paid entry level jobs or internships in the digital industry with the first round of cohorts placed in agencies like Native VML, Retroviral, FoxP2, Casson Media, Aqua Agency and iClinic."

"Our current cohort of graduates will be available for paid internships or roles from mid-December 2014, so get in touch if you are looking for next generation talent," says Weale.

Tumelo Popela graduated from Digify in May and has gone on to work for Native VML. "Thanks to Digify, I got to learn a great deal and ended up working for the agency I've always dreamt of. I have one of the most talented and inspiring managers who has helped me transition into my career. Digify is a wonderful programme for people who want to get into the digital space but need a head start. I'm really glad I joined Digify," says Popela.

For more information and to apply for Digify, visit <http://livemag.co.za/now-taking-applications-round-three-digify/>. Applications close Sunday, 30 November and you must be available to start mid-January 2015.

If you are an agency, brand or organisation who would like to place Digify graduates in your company, provide an innovative speaker for our weekly industry talks or submit a real live brief for our talented young team to respond to, please contact Hlengiwe Simelane at [hlengiwe@livityafrica.com](mailto:hlengiwe@livityafrica.com) or 011 028 7487.

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