

DISTINCTLY

ACADEMY



Distinctly Academy Handbook

Welcome to the Distinctly Academy

Congratulations on getting through our very rigorous selection process.

We have a proven track record of nurturing talent and you are in safe hands. The majority of our team started their careers here and many are now in management positions within the agency.

You have been assigned to the SEO, PPC or digital PR pod, but most of the information in this handbook is universal. Promotion to Executive is dependent on the individual, but based on our experience, about 6 to 7 months is the norm.

You have been selected because you have demonstrated:

- 1. Academic excellence**
- 2. Positive attitude**
- 3. A love of learning**
- 4. A growth mindset**
- 5. Passion and drive**

Welcome to Distinctly - enjoy the ride!



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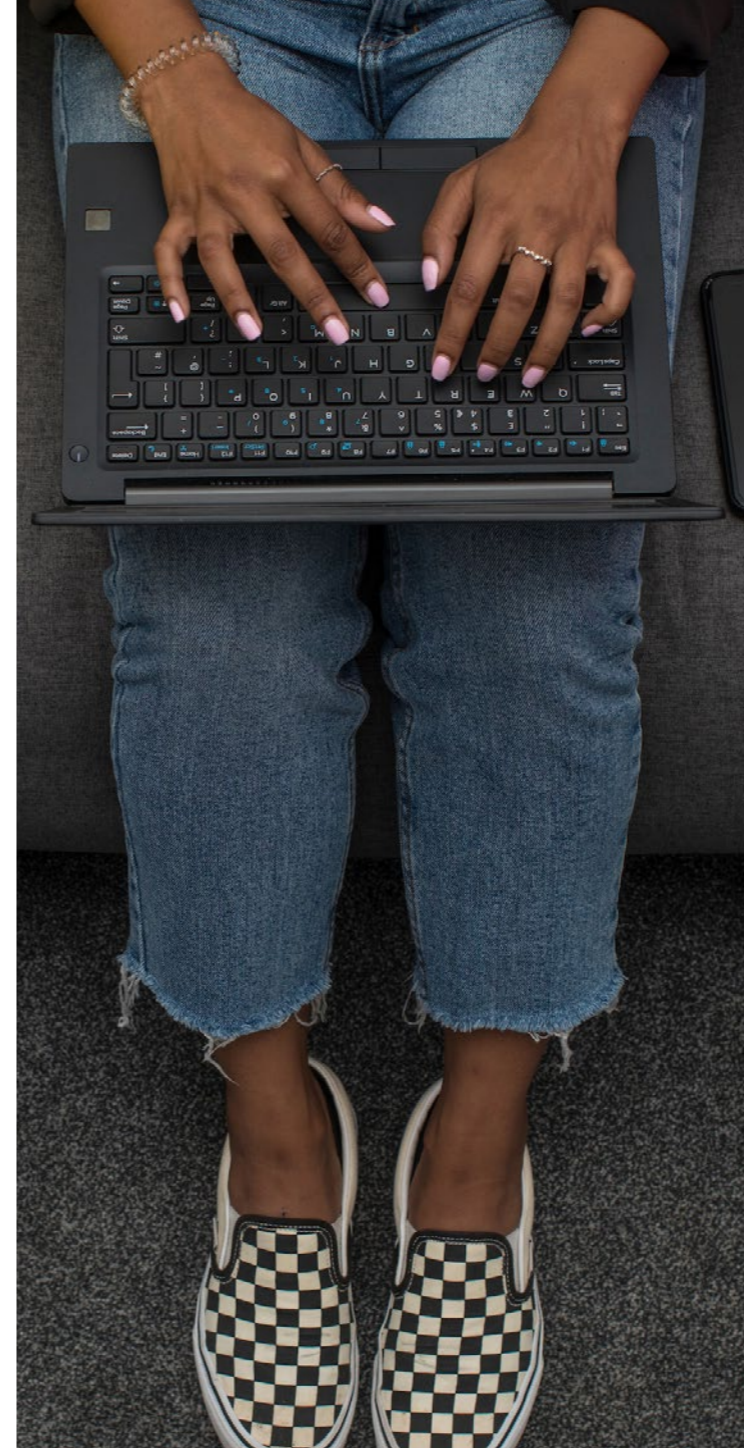
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Onboarding

This is a typical onboarding week at Distinctly:

Meeting	When (approx)	Length	Who with
General induction	10am 1st day	45 mins	A senior manager/director
Culture induction	2nd day	45 mins	Senior from pod you are joining
Brand induction	3rd day	45 mins	Senior from pod you are joining
Meet Liz	4th day	15 mins	Liz Walker (Director)
Meet Tom	5th day	15 mins	Tom Shurville (Managing Director)
Buddy Meeting	1st day then weekly for first month	30 mins each	Recent Academy graduate



Expectations in your first few weeks:

- Familiarise yourself with the Distinctly employee handbook
- Get to know key people across the agency and understand their roles
- Accustom yourself with your new job role
- Learn about Distinctly's clients
- Help with admin tasks in the team
- Start studying for Google qualifications
- Join Twitter and read a lot
- Immerse yourself in life at Distinctly





Review process

We have a very thorough review process throughout the Academy and beyond.

Constant communication and constructive feedback is central to performance and your growth. You will have scheduled progress meetings with seniors and peers to enable you to develop and learn.

During these meetings you will also have the opportunity to raise any questions and concerns you may have and to ask for any additional support required.



Meeting	When	Length	Who with
Daily catch ups	End of each day	15 mins	Line manager
Weekly catch ups	End of each week	30 mins	Line manager
Month one review	End of month 1	60 mins	Line manager plus one other senior
Month two review	End of month 2	60 mins	Line manager plus one other senior
Month three review and objective setting	End of month 3	60 mins	Line manager plus one other senior
Six month review / end of probation	End of 6 months	60 mins	Line manager plus one other senior





Training

We believe that the most effective and quickest way to learn is by doing. However this is also supplemented with formal training to kickstart your career.

Brilliant basics

During the first month, you will receive training in the following areas:

Systems training

Processes and systems are central to the efficient running of the agency. You will be trained in all the systems that we use including:

- Google Workspace (Sheets, Docs, Slides, Gmail)
- FunctionFox (time management)
- Capsule CRM
- FreeAgent
- CharlieHR
- Google Analytics and Google Tag Manager

Tools

SEO	PPC	Digital PR
Ahrefs	Instapage	BuzzStream
Screaming Frog	PPC Samurai	ResponseSource
Sistrix	AdEspresso	
Sitebulb		

Presentation training

The ability to present with confidence is integral for your own development and for progressing in your career. It's not simply about being able to present

succinctly and confidently to a group of people, it's about feeling confident to speak up in meetings and everyday workplace situations. Our training will teach you how to engage effectively with your audience and ensure from the very start of your career that you are contributing to the discussion. Everyone's opinion counts and from day one we want to hear you.

Account management training

All Academy juniors are exposed to account management from the beginning of their career. We teach both the fundamentals of account management and also our internal process.

Topics that we cover include how to manage an account, how to build rapport with your clients and how to organise yourself effectively. You will also learn how to support your account seniors, and how to overcome barriers.

Writing skills

Excellent written skills are essential to performing your role optimally. If this is an area where you require extra support or lack confidence or experience, training is available to cover email, report and blog writing.



Buddy system

Starting a new job can be exciting, but it can also be very stressful and overwhelming. We want to make sure that you are supported and have a network that you can rely on to ease you into life at Distinctly. The two key individuals are your line manager and your buddy.



Line managers are the people we work closest with, and report directly into, every day. You will also be assigned a buddy to help you through your time in the Academy; whether it's asking about your role or getting some advice on processes or those unspoken rules that everyone else seems to know about. Essentially, your buddy is there to help whenever you need them.

Our buddies are recent Academy graduates, so already have a wealth of knowledge and experience. They can advise on who to talk to for particular issues or how to find your way around the office. They are able to provide you with completely honest and invaluable advice, as they



know exactly what you are experiencing. Use your buddy to help answer any questions you have. All questions are valid and there is no such thing as a stupid question.

Having a buddy really gives you a chance to pick their brains about anything you're not sure of and what you should expect from certain situations. There's no formal structure to the relationship -

it's totally in your control how often you speak to them or meet up, but as a minimum you will meet them on your first day and then weekly for the first month. They are there for you when you need to have those honest conversations that you may not want to have with your manager, making your whole experience smoother and more enjoyable.





Academy Library

Reading is encouraged across the agency and every member of the team has a reading objective as part of their review. We recommend the following books as a starting point for Academy juniors:

Title	Author
Growth Mindset (provided as part of Induction pack)	Dr Carol S. Dweck
4 Essential Keys to Effective Communication	Bento C Leal III
Eat That Frog	Brian Tracy
7 Habits of Highly Effective People	Stephen R Covey
Contagious: Why Things Catch On	Jonah Berger
Hitmakers: The Science of Popularity in an Age of Distraction	Derek Thompson
Atomic Habits	James Clear
How to Sleep Well	Dr Neil Stanley
Black Box Thinking	Matthew Syed
Rebel Ideas	Matthew Syed

All books are available in paperback in the Distinctly library or online via our Audible account.



Recent graduates



Rob Hodgins

Rob joined the team in January 2021 having completed an undergraduate degree at University of Exeter and a masters in digital marketing from the International Business School in Barcelona. Rob had good theoretical knowledge of digital marketing but little practical experience when he applied for the role.

“The Distinctly Academy was exactly what I was looking for. I had spent years in education and knew that I wanted a career in SEO but had little experience - what I did have was a passion for self-development and learning. Distinctly guided and mentored me through the early stages of my learning journey and I’ve loved every minute of it.

I am now working as an SEO Executive in the technical pod and a recent highlight is progressing to Account Manager for Watford FC.”



Leah Godfrey

Leah joined the team in November 2020 having graduated from the University of Bristol with a first class degree in Philosophy. Leah had undertaken an internship in music PR but was looking for an opportunity to join a team with a digital focus.

“Having completed work experience in the PR space, I knew that this was the area that I wanted to specialise in. I knew I wanted to be agency-side but I also wanted to join a dynamic organisation where I would be challenged to learn and grow on a daily basis. Distinctly has not disappointed and the first year has been immensely rewarding.

I am now working as a Digital PR Strategist and I am leading the strategy for numerous client campaigns and recently secured coverage in Forbes, Yahoo & the Telegraph.”



Thank you

We hope you are proud to work at Distinctly.

Everyone has their unique part to play in the continued success of our agency and we hope that you get the opportunity to challenge yourself, keep learning and enjoy the ride.

Thank you for playing your part.

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