Virtual Assistant (VA) Diploma

PITMAN TRAINING

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If you're looking to become a Virtual Assistant and offer a flexible office support service from the comfort of your home, this is the ideal diploma for you.

Become an invaluable resource from your own home

A Virtual Assistant (VA) can often be a saviour to a sole trader or small business. When it's essential to keep overheads as low as possible, using the services of a Virtual Assistant is one of the most sensible decisions a businessperson might make.

Working for yourself as a Virtual Assistant offers a unique and varied career opportunity. You'll be your own boss, so you'll be able to set your working patterns as you wish. Many businesses don't need a full-time PA or Administrator, so rather than pay out a monthly salary, they will often use the services of a VA on an 'as and when' basis and simply pay for what they need.

The areas where you may support a business are varied. You might help them deal with their admin and general office workload, manage their social media accounts, or maintain their financial records. It all depends on what they need. This offers a great variety to keep your days exciting and interesting. With our flexible method of study available, you can study this diploma whenever suits you in any of our convenient, local centres.

At Pitman Training, we offer:

- Flexible training that fits around your commitments
- Support on hand from our friendly Learning Coaches

Get the skills and confidence you need to achieve your career goals!

Aims and Objectives

This diploma will give you the skills required to be able to offer a top-notch VA service to your clients. You'll cover all the essential areas a VA will need to know, such as effective communication and bookkeeping, but also gain valuable marketing and project management knowledge to give you a broad skillset.

Pre-Requisites

There are no pre-requisites for this diploma.

Career Path

This diploma is quite specific in that it aims to help you get the skills required to work as a Virtual Assistant and make use of your entrepreneurial spirit that is required to run your own business.

CPD Points 155

(Awarded CPD points upon successful completion)

Core Courses

VA Essentials

If you're thinking of becoming a Virtual Assistant, our VA Essentials course will help give you a rounded overview of what is involved in running your own business as a Virtual Assistant.

Marketing Essentials

Over four modules, you'll cover topics such as understanding what a marketing plan is, how to carry out appropriate research, how websites are designed to market the company, effective advertising, and the four Ps of marketing products.

Understanding Business Accounts

For a business, nothing is more important than its finances. This course will provide you with a good understanding of business accounts — essential knowledge if you run a small business.

Instagram for Business

This course will teach you what you need to know about Instagram, the popular image-sharing platform, and how it can help you market your business.

Facebook for Business

Learn how to use Facebook to promote and market your organisation. This course looks at how businesses can maximise their presence on this popular social media platform.

SEO for Business

This course takes the mystery out of Search Engine Optimisation (SEO) so you can understand how you can use it to your advantage.

Social Media Strategy for Business

Social media is a crucial business tool and powerful method of communication. This course will help you formulate the right strategy for your business to effectively market to your target audience.

Teams

You will learn how to use the core features of Microsoft Teams to set up and start meetings, send messages, collaborate on documents, and more.

SharePoint

In this course, you will learn how to use the core features of Microsoft SharePoint to store, organise, share, and access information from any device.

Working Remotely

This course is ideal if you intend to work as a VA. You will learn how to set up your workspace, optimise virtual collaboration, build perseverance and resilience, and learn how to contribute effectively as a virtual team member.

Project+

This course will provide you with the knowledge and skills to manage the life cycle of a project in terms of defining what it is, planning each aspect, including implementation, completion, and evaluation.

ELECTIVE COURSES *(choose four)*

- **Audio Transcription**
- **Bookkeeping**
- **Effective Business Communication**
- **Excel**
- **Google Docs**
- **Introduction to Business Structure & Law**
- **OneDrive**
- **Outlook**
- **Sage 50 Accounts**
- **Speedwriting**
- **Successful Meetings and Minutes**
- **Time Management**
- **Word**
- **WordPress for Business**
- **Zoom**

Alternative subjects may be chosen if more suitable to your existing skills and career goals.

Guideline Learning Time

155 hours flexi study or 6 weeks full-time
(Full-time based on approx. 20-30 hours a week)

Transforming Careers, Changing Lives.

Pitman Training diplomas are widely recognised by employers and a signal to recruiters that you have been trained to the highest level.

With your Pitman Training diploma you'll be able to demonstrate that you have the essential work-ready skills needed and have been trained by the very best.

- **Flexible training you can fit around work and family commitments**
- **Support whenever you need it from our friendly Learning Coaches**
- **The widely respected Pitman Training name on your CV**
- **The skills in demand by employers**
- **Confidence that you're one step closer to your dream job, promotion or new career**





PITMAN TRAINING

Building careers for over 180 years