

# Level 3

APPRENTICESHIP STANDARD

## Digital Marketer



### For careers in digital marketing

- Digital marketing assistant
- Digital marketing co-ordinator
- Campaign executive
- Social media executive
- Content co-ordinator
- Email marketing assistant

# Standard overview

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More and more companies are heading away from traditional marketing techniques in favour of digital platforms. Skills are in high demand within these areas and business are keen to reduce marketing costs by introducing innovative ways of promoting their business through social media and digital means.

Targeted marketing, using a Customer Relationship Management (CRM) system, is crucial to delivering products and services on an individual basis. The digital marketer can reach a global audience and be able to track the results more effectively than traditional marketing methods such as print or TV advertising. Digital marketing uses specific techniques to provide cost effective marketing solutions to local and global brands.

The primary role of a digital marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention.

A digital marketer will typically work as part of a wider team reporting to a marketing manager. They will follow a project brief and instructions.

This apprenticeship is suited to school leavers, those currently wishing to move in to the industry or develop their skills.

## Standards – the benefits

At Learning Unlimited, we provide high quality training and development solutions for organisations across the UK. The Level 3 apprenticeship standard offered by Learning Unlimited brings together a range of benefits. From start to finish, we work with your business to tailor our training to meet your needs. With an excellent track record in delivering marketing training to a variety of organisations and businesses, we can find a solution to help you take your staff to the next level.

## Entry requirements

- A relevant Level 2 qualification
- A clear interest in the subject

## Duration

- 18 months

## Workplace behaviours development

- Logical and creative thinking skills.
- Analytical and problem solving skills.
- Ability to work independently and to take responsibility.
- Ability to communicate effectively in a variety of situations.
- Maintain a productive, professional and secure working environment.

## End Point Assessment (EPA)

- Portfolio of evidence
- Employer reference
- Synoptic project
- Professional interview

## Skills and knowledge development

- Applies a good level of written communication skills.
- Reviews, monitors and analyses online activity and provides recommendations.
- Applies structured techniques to problem solving.
- Uses digital tools effectively.
- Understands the principles of coding.
- Understands the role of customer relationship marketing.
- Understands how digital platforms integrate in to the working environment.
- Understands and follows the required security levels necessary to protect data across digital and social media platforms.

## Qualifications or Industry Accreditation gained

- BCS Associate Membership (paid for two years whilst on programme).
- This apprenticeship is recognised for entry on to the Register of IT Technicians and those completing their apprenticeships are eligible to apply for registration.
- Completion of the apprenticeship would also allow access to join as an Affiliate (Professional) member of the CIM (Chartered Institute of Marketing).

# Delivery plan and apprenticeship progression

Throughout the apprenticeship, the apprentice is supported by a work-based tutor and employer mentor to ensure that they are progressing at the right pace and developing the skills and knowledge expected.

## Month 1-6

- Induction
- Coding and Logic
- Marketing Principles
- Reflective Account 1
- Portfolio Tasks

## Month 7-12

- Analytics
- Synoptic Project
- Reflective Account 2
- Portfolio Tasks

## Month 13-18

- Reflective Account 3
- Portfolio Review
- Synoptic Project Review
- Mock End Point Assessment – Interview
- End Point Assessment

## Off-the-job training

Every apprenticeship includes off-the-job training – equivalent to one day per week. This takes place during time normally spent at work but does not include the usual daily duties and responsibilities carried out as part of their normal role. It can consist of work and tasks ranging from projects, lectures and seminars to day release, blended learning and training to use specialist equipment.

It can form part of regular weekly sessions or be combined for larger blocks of time, depending on the approach that works best for the employer.

The delivery plan is for illustrative purposes only and may be subject to change.

## Progression

From this standard, the apprentice can go in to complete a degree apprenticeship in Digital Marketing, an alternative HE course or pursue a career in the following industry:

- Digital marketing assistant
- Campaign executive
- Social media executive
- Content co-ordinator
- Email marketing assistant
- SEO executive