

# THE APPRENTICE and TRAINING PARTNERSHIP

## LEVEL 3 DIGITAL MARKETER

### Programme Overview:

This Level 3 Apprenticeship Programme combines excellent quality classroom training with on-the-job experience to develop real world skills.

With flexibility to suit your business needs and a combination of delivery methods, the apprentice will gain the skills that are most relevant. 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.

### Entry Requirements:

Individual employers will set the selection criteria, but this might include GCSEs, A levels, a Level 2 apprenticeship or other relevant qualifications, relevant experience and/or an aptitude test with a focus on functional Maths. Employers are likely to be looking for a proven passion for digital and social media.

Apprentices need to have Maths and English at Level 2 before they can complete their End-Point Assessment. If training and examination in English and Maths is required prior to End-Point Assessment; this is directly funded by the ESFA and does not form part of the apprenticeship cost.

### Initial Assessments:

Initial assessments for Maths and English will be carried out for all apprentices using an approved diagnostic tool this will include a full diagnostic of knowledge in Maths and English to gauge the level at which the apprentice is working. This will enable us to support the apprentice and structure training provision. Learner's suitability for the chosen apprenticeship programme is also initially assessed to ensure each learner is on the most appropriate programme for their chosen career path.

### Programme Duration:

Level 3 apprenticeship: 12-18 months

If you have any questions relating to this Apprenticeship Standard, please contact  
Katie Fowler, Head of Operations and Quality T. 0330 380 0249 E. k.fowler@theatp.co.uk

### Who is it for?

A Digital Marketer will 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, working to a specific marketing brief.

- Digital Marketer
- Digital Marketing Assistant
- Digital Marketing Executive
- Digital Marketing Coordinator
- Campaign Executive
- Social Media Executive
- Content Coordinator
- E-mail Marketing Assistant
- SEO Executive
- Analytics Executive
- Digital Marketing Technologist

### Delivery Model:

A minimum of 20% of the apprenticeship training takes place off-the-job and is flexibly delivered to suit your business with either classroom training and/or workshops in the workplace, block-training or day-release at our centre, with the remaining time being spent in the workplace.

A full timetable for training, ongoing assessment and End-Point Assessment will be issued to both you as the employer; and the apprentice, once the delivery model and training elements have been agreed.

On Programme Assessment will take the form of progress reviews with the trainer, employer and apprentice at least every 12 weeks. Feedback with ongoing development will include additional learning materials, resources and training delivered through the apprentice's e-portfolio OneFile; to which employers have access to view the progress and the development of each apprentice.

## Programme Information:

Each employer will select which vendor or professional qualification the apprentice should take and these must be passed before End Point Assessment. They can be taken at any time whilst the apprentice is on programme to ensure relevance to the job role and to maximise the impact of learning.

The designated apprenticeship trainer will support the employer and apprentice throughout the programme as a single point of contact for questions and queries. This includes additional support for portfolio and project preparation, along with any advice and guidance needed.

## Professional Qualifications:

Apprentices must achieve one recognised vendor or professional qualification from the table below. This then exempts one Ofqual-regulated knowledge module.

Individual employers will select which vendor or professional qualification the apprentice should undertake, and wherever possible each knowledge module will be capable of on-line assessment.

### Knowledge Module 1:

BCS Principles of Coding OR;

#### Vendor or Professional Qualifications

- MTA HTML 5
- CIW - Site Development Associate

### Knowledge Module 2:

BCS Marketing Principles OR;

#### Vendor or Professional Qualifications

- Google Squared
- CIM (CIM L4 Award in Digital Marketing) Dot Native
- CIW - Internet Business Associate

### Knowledge Module 3:

BCS Digital Marketing Business Principle OR;

#### Vendor or Professional Qualifications

- Google Analytics IQ
- CIM (CIM Level 4 award in Digital Marketing)
- CIW - Data Analytics CIW - Social Media Dot Native
- Google Squared

In addition to the above, the apprentice will also undergo training and coaching on the following; (this list is not exhaustive and is designed to meet business needs)

- Research and analysis
- Customer service
- Problem solving
- Specialist areas; search marketing, SEO, Email Marketing, Web Analytics, Mobile App and PPC
- Data analytics
- Social media strategies
- Digital etiquette

Apprentices will also take:

- Level 2 Functional Skills in English\*
- Level 2 Functional Skills in Maths\*
- Level 2 Functional Skills in ICT\*  
(\*If not already taken)

## Progression:

Apprentices who complete a Level 3 Apprenticeship in Digital Marketing are able to progress on to Level 4 Apprenticeships in Digital/Creative Marketing or can specialise in Hardware, Networks, Cloud and Infrastructure, Cyber Security or Software Development.

Upon completion of the Apprenticeship, Apprentices are able to apply for registration to the Register of IT Technicians and are able to join as an associate member of BCS.

## Next steps:

In order to create an apprenticeship that best suits your business requirements, we will meet with you to discuss the delivery of the programme and how the apprenticeship will be funded. We will provide ongoing support including:

- Search and selection of the right apprentices to meet your business requirements.
- Specifying the training modules to optimise 'in job' performance.
- A tailored service in order to seamlessly integrate with your apprentice managers.
- Updates and information regarding apprenticeship costs and funding.
- Support and guidance for the apprentice and employer from start to finish with one main point of contact for you throughout the whole apprenticeship.
- Employer and apprentice access to a comprehensive range of resources and support material via OneFile.
- Time-efficient visits for training and assessment to work around you.
- Industry specialist qualified trainers and assessors.



## Questions?

If you have any questions or concerns relating to supporting an Apprentice, your assigned tutor is always available to help, or, contact one of our advisors on  
**0330 380 0249.**