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National
Apprenticeship
Service



Digital Marketer Level 3 Apprenticeship

Flexible and Blended
Training Solutions

Recognised Microsoft
Learning Partner

96% Employer
Satisfaction Rate

There Are a Range of Incentives to Help Recruit and Train Your Staff

- Free apprenticeship recruitment service
- £1000 incentive for recruiting a 16-18 year old apprentice
- Full funding available for employers with less than 50 employees who recruit a 16-18 year old apprentice
- Free English, Maths and ICT training
- 90% government contribution for small and medium size employers
- Support for those individuals with additional learning needs

You Receive a Range of Guaranteed and Complementary Services

- Gain invaluable vendor recognised certifications to support progress
- Apprentice membership with BCS – The Chartered Institute for IT
- Free NUS apprenticeship extra card for all apprentices
- Instructor led technical support from practising industry professionals
- Access to e-learning content across a broad spectrum of Digital IT disciplines, supporting CPD beyond the requirements of the Apprenticeship

Why Choose GP Strategies Apprenticeships?

- Best achievement rates of the top 50 largest providers
- Rated Outstanding by Ofsted for Leadership and Management, Quality of Provision and Capacity to improve
- Continually high employer and learner satisfaction rates
- ESFA Approved Training Organisation
- Accredited by Customer Service Excellence
- A recognised Microsoft learning partner

These are just a few reasons how your organisation can benefit from a Digital Marketer Apprenticeship through GP Strategies Apprenticeships.

Role of Digital Marketer

This course supports digital marketers who 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.

The course helps apprentices develop the core skills of logical and creative thinking, problem

solving, communication and workflow management.

Apprentice Journey

In monthly stages

1	Induction, Initial Assessment and The Business Environment
2	Sales, Segmentation and Strategy
3	Social Media Concepts and Branding
4	Copywriting and Etiquette
5	Content Management System Website Creation
6	SEO and Paid Search
7	Google Analytics IQ Training
8	Google Analytics IQ Revision and Exam
9	Web Development Principles and Functional Skills Maths and English
10	Coding and Logic
11	EPA Preparation Revision and GAP Analysis Gateway Meeting, Final Review, Portfolio Submission and EPA (End Point Assessment) Referral
12	

Off the Job Training

We offer blended solutions to meet your needs, below is an example of how off the job training can be tailored to the learner and the organisation.

Social Media Concepts and Branding

2 Day Course

Learn the principles of social media and the fundamentals of branding, including setting up social media sites, managing relationships and scheduling content.

SEO and Paid Search

2 Day Course

Learn the fundamentals of SEO and how to run campaigns through Google AdWords, including how to link these with keywords.

Web Development Principles

2 Day Course

Learn the principles of coding, including software languages and the compatibility of code on different platforms.

Google Analytics IQ Training

3 Day Course

Learn the principles of how Google Analytics works and the more advanced elements available.

Coding and Logic

1 Day Course

Coding and logic course, delivered either by attending a training course or by connecting in remotely.

Courses delivered either by attending a training course or by connecting in remotely. Supported by online self study and mentoring.

On the Job Training

Whilst apprentices are carrying out their day to day role, they will be observed by a dedicated Skills Coach, who will offer support and guidance to enhance their knowledge.

The Business Environment

This module will provide employees with the skills to respond to their business environment, business objectives and the current marketing environment, solving business issues related to digital marketing and customer needs.

Sales, Segmentation and Strategy

This module will provide employees with the skills to analyse and contribute information on the digital environment to inform short and long term digital communications strategies and campaigns, including production of a marketing plan.

These are just some of the topics that apprentices will be working towards. Your Skills Coach will support putting in place an individual programme for your business.

Copywriting and Etiquette

This module will provide employees with the skills to understand and apply copywriting theories and digital etiquette across multiple platforms, considering tone, culture and appropriateness.

Content Management System Website Creation

This module will provide employees with the skills to manage websites using Content Management Systems.

Supplied by our Partner Organisations

e-Portfolio

e-Track is our flexible learner management tool for employers, apprentices and training providers to track progress, share learning resources and review ongoing achievement remotely and in real time.

You will have access to group and individual progress updates and direct support from our Skills Coaches throughout the apprentice journey.

Online Accredited and Non Accredited Courses

GP Strategies provides a fast and flexible online option for apprentices and employers to access training courses that can be studied at a time to suit. Courses typically range from 2-4 hours and include topics such as The Essentials of GDPR, Cyber Security Awareness, Creative thinking and Self-Development. You choose when, how and where you learn.

Please visit our website for a full course list.

Professional and Vendor Qualification

GP Strategies is an Approved Apprenticeship Provider with BCS - The Chartered Institute for IT, as well as a recognised Microsoft learning partner. As part of this apprenticeship, GP Strategies will provide Microsoft Technology Associate (MTA) certified training. Additional vendor accreditation opportunities are available on request.



Silver
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What Happens Next?

1 Initial Meeting

- Initial meeting to establish the organisation's requirements
- Explore current delivery models and resources
- Establish and agree programmes

2 Set Up

- Service level agreement
- Mobilisation and implementation planning
- Account management

3 Programme Design

- Programme design
- Programme content
- Complementary services
- Agree timetable and locations for enrolment
- Project delivery team

4 Programme Delivery

- Programme launch
- Initial assessment and enrolment
- Dedicated skills coach allocated
- Register for online resources
- Set up e-Portfolio

5 Support & Feedback

- Line manager briefings
- Learner progression review
- Management information
- Account management meetings
- Customer service review meetings

6 Review & Evaluation

- Quality assurance
- Programme review and evaluation
- Celebration of success

Start learning with GP Strategies Apprenticeships and contact us today

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GP Strategies Apprenticeships – committed to equality and valuing diversity



INVESTORS
IN PEOPLE

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