



Digital Marketer Level 3 Apprenticeship

96% Apprentice
satisfaction

Flexible and
Blended Training
Solutions

Progression
Opportunities

Digital Marketer Apprenticeship Standard

The main purpose 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 be working as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. The marketer will work to marketing briefs and instructions.

Entry Requirements

This apprenticeship is for new and existing employees in digital marketing roles. There are no particular pre-requisite entry requirements, but delegates do need to be capable of completing the programme and committed to doing so.

End Point Assessment (EPA)

Knowledge, skills and behaviours will be tested by an independent End Point Assessor, who will be appointed by your employer. Prior to your EPA, you will attend a Gateway Meeting with your employer, GP Strategies Skills Coach and your mentor/supervisor/manager, who will review your progress and confirm that all of the requirements of your apprenticeship have been met. You will then be referred for EPA.

Maths and English

Apprentices achieve their Level 2 English and Maths qualification as part of their apprenticeship.

The EPA will take the form of a summative portfolio, synoptic project, employer reference and interview and will be organised at a time and date convenient to both yourself and your employer. The vendor and module certifications, Self-Assessment and Level 2 Maths and English must be complete prior to the EPA taking place.

The outcome of your EPA test will be graded either Pass/Merit/Distinction/Fail.





Main Qualification Structure

Technical Competencies	
Written Communication	Applies a good level of written communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication.
Research	Analyses and contributes information on the digital environment to inform short and long term digital communications strategies and campaigns.
Technologies	Recommends and applies effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives.
Data	Reviews, monitors and analyses online activity and provides recommendations and insights to others.
Customer Service	Responds efficiently to enquiries using online and social media platforms.
Problem Solving	Applies structured techniques to problem solving, and analyses problems and resolves issues across a variety of digital platforms.
Analysis	Understands and creates basic analytical dashboards using appropriate digital tools.
Implementation	Builds and implements digital campaigns across a variety of digital media platforms.

Technical Competencies Continued	
Specialist Areas (applies at least two of the following)	<ul style="list-style-type: none"> • Search marketing • Search engine optimisation • e-mail marketing • Web analytics and metrics • Mobile apps • Pay-Per-Click
Digital Tools	Uses digital tools effectively.
Digital Analytics	Measures and evaluates the success of digital marketing activities.
Interprets and follows	<ul style="list-style-type: none"> • Latest developments in digital media technologies and trends • Marketing briefs and plans • Company defined 'customer standards' or industry good practice for marketing • Company, team or client approaches to continuous integration
	Can operate effectively in their own business's, their customers' and the industry's environments.

Knowledge and Understanding

Module	Content	Certificated via
Knowledge Module 1: Principles of Coding	<ul style="list-style-type: none"> Understand and develop an appreciation of logic Become aware of programming languages and how they apply in building digital products Gain an understanding of code compatibility on different platforms Understand the components involved to make the Web work 	BCS Level 3 Award in Principles of Coding Or HTML5 Application Development Fundamentals*
Knowledge Module 2: Marketing Principles	<ul style="list-style-type: none"> Explore and apply basic marketing principles as they apply to digital marketing Explore the role of customer relationship marketing in digital marketing Understand how to ensure that teams can work effectively to deliver digital marketing campaigns Explore customer engagement and market segmentation as they apply to digital marketing Explore the customer lifecycle State the main components of digital and social media strategies and how they relate to business objectives Explore how to implement digital and social media strategies and exploit real-time information 	BCS Level 3 Certificate in Marketing Principles

Knowledge and Understanding Continued

Module	Content	Certificated via
Knowledge Module 3: Digital Marketing Business Principle	<ul style="list-style-type: none"> Learn the principles of the following specialist areas: search marketing, search engine optimisation (SEO) and Pay-Per-Click, email marketing, web analytics and metrics, mobile apps and understands how these can work together Learn and appreciate the similarities and differences, including positives and negatives, of all the major digital and social media platforms Learn how to respond to the business environment and business issues related to digital marketing and customer needs Learn effective communication styles dependent on audience profile and the characteristics of different digital channels, taking into account the importance of brand, relationship building and commercial impact Learn the distinction between the different digital platforms and how competitors and customers utilise them Learn the importance of information security and the features of organisational policies and procedures implemented to mitigate the risks from likely sources of threats, taking into account the main provisions of the Data Protection Act and Intellectual Property Learn the precautions and procedures that should be implemented for both the electronic and physical aspects of data protection 	BCS Level 3 Certificate in Digital Marketing Business Principles Or Google Analytics IQ*



Underpinning Skills, Attitudes and Behaviours

Underpinning Skills, Attitudes and Behaviours
Logical and creative thinking skills
Analytical and problem solving skills
Ability to work independently and to take responsibility
Can use own initiative
A thorough and organised approach to work
Ability to work with a range of internal and external people
Ability to communicate effectively in a variety of situations
Maintain a productive, professional and secure working environment

Duration

Typically this apprenticeship will take 12 – 15 months.

Typical Job Roles

The content is applicable to a variety of roles, including:

- Digital Marketing Assistant
- Digital Marketing Executive
- Digital Marketing Co-ordinator
- Campaign Executive
- Social Media Executive
- Content Co-ordinator
- Email Marketing Assistant
- SEO Executive
- Analytics Executive
- Digital Marketing Technologist

Progression

On completion, apprentices may choose to join as an affiliate (professional) member of the CIM (Chartered Institute of Marketing) and/or Associate membership of BCS (British Computer Society) to support their professional career.

The content of the qualification links with the knowledge and skills required for the Software Developer apprenticeship standard or the Digital Marketer Degree apprenticeship standard.

Modules and vendor qualifications can also be a basis for continuing professional development in the apprentice's chosen field.

Qualification

Individual employers will select which vendor or professional qualification the apprentice should take from a variety of options. Where chosen, Microsoft Technology Associate (MTA) qualifications are certified by Microsoft and are delivered by GP Strategies under our Silver partner status.

Level

This is a Level 3 apprenticeship.

Find Out More

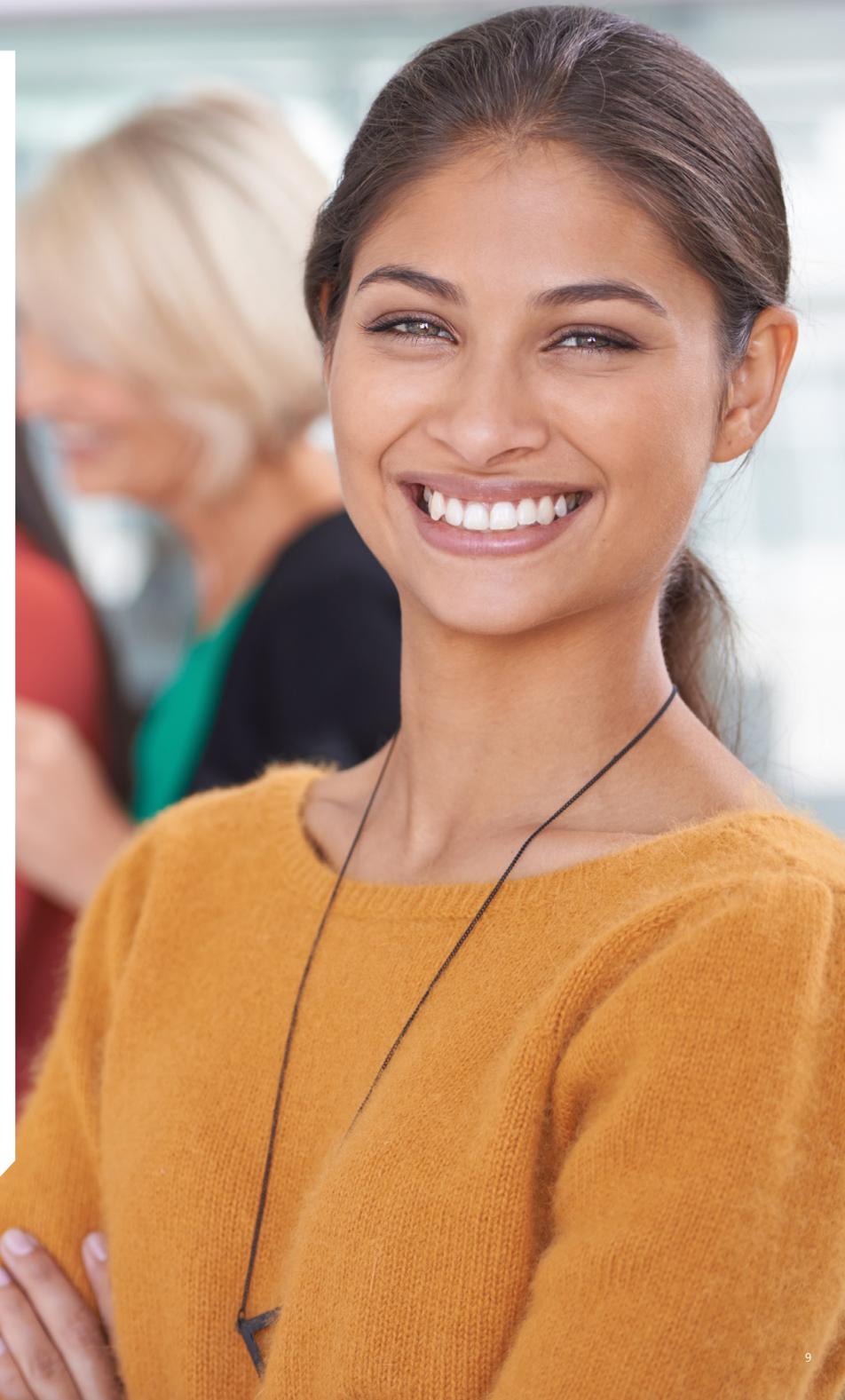
Visit our website for more information about our apprenticeship programmes:
www.gpstl-apprenticeships.co.uk

Still Confused?

Contact our expert team today for more information on this apprenticeship:

T 0330 1000 610

E apprenticeshipsUK@gpstrategies.com



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our clients achieve **their best**.

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GP Strategies – committed to equality and valuing diversity

