

# Digital Marketer

**Level:** 3

**Typical Duration:** 18 months

**Possible Job Role:** Digital Marketing Assistant, Campaign Assistant, Social Media Assistant

## Course Overview

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

This could be across a multitude of industries and would give the apprentice a good understanding of the industry in which they were working, as well as in digital marketing itself.

This apprenticeship has transferable skills including social media skills, analytical skills, team work, and working to briefs. The aim of this apprenticeship is to contribute to the skills, knowledge, and behaviour required in order to work as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign.

## Qualification Achieved

On completion of this apprenticeship, you will hold a Digital Marketer Level 3 Apprenticeship. Other qualifications achieved include:

- CIW Site Development
- Level 2 Functional Skills Mathematics
- Level 2 Functional Skills English

## Progression

The role may act as a gateway to further career and training opportunities, including, but not limited to:

- Level 4 Marketing Executive Apprenticeship
- Digital Marketing Executive
- Marketing Coordinator

## Learning & Assessment

Apprentices will be assigned a dedicated tutor. The tutor will visit monthly in the workplace, as well as being on hand to support throughout the duration of the apprenticeship programme. The frequency of these sessions may be more, depending on the needs of the apprentice.

## End Point Assessment

Each Apprentice must undergo an independent end-point assessment to determine the outcome of their apprenticeship. The assessments will assess the knowledge, skills and behaviours gained during their programme. The methods in which this apprenticeship are assessed are:

- Summative portfolio
- Synoptic project
- Employer reference
- Interview

## Entry Requirements

Individual employers may set their own criteria for this apprenticeship.

## Hire an Apprentice

We can work with you to source a suitable applicant for your organisation or you can up-skill your existing employees. If the employee is under 19 and your business has fewer than 50 employees, there will be no cost for the training. If they are over 19 and/or your business has over 50 employees then you will contribute 5% towards the cost of the training. For any businesses paying into the levy, all training costs will be covered.

## Recruitment

With our Talent Match recruitment service, Talent Bank, we will advertise your vacancy, screen applicants and pre-interview potential prospects in order to ensure you only interview the most appropriate candidates for your vacancy – all free of charge.

## E-Portfolio

We offer a dedicated virtual learning platform which allows learners to keep on track of their course. In addition to this, it allows our tutors and employers to keep up-to-date with the progression of learners.

# #whereisyourclassroom