



Level 3 Digital Marketer

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 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. They will normally report to a digital marketing manager, a marketing manager or an IT Manager.

Roles/Occupations may include: 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.

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) and/or Associate membership of BCS.

DURATION

The apprenticeship will typically take 18 months to complete.

LEVEL

This apprenticeship standard is at Level 3.

QUALIFICATIONS

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment.

ENTRY REQUIREMENTS

Individual employers will set the selection criteria, but this might include 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.

| On Programme Learning

To achieve the Digital Marketeer Apprenticeship Standard apprentices are required to complete successfully:

- the on-programme period of training and development, including achieving the required Maths and English qualifications
- the end-point assessment (EPA)

On-programme learning will increase skills, knowledge and behaviours in the following areas:

COMPETENCIES	KNOWLEDGE	BEHAVIOURS
<ul style="list-style-type: none">• Written communication• Research• Technologies• Data• Customer service• Problem solving• Analysis• Implementation• Digital analytics• Decision making	<ul style="list-style-type: none">• Principles of coding• Marketing principles• Customer lifecycle• Digital and social media strategies• Digital etiquette• Digital platforms• Digital security	<ul style="list-style-type: none">• Logical and creative thinking skills• Analytical and problem solving skills• Ability to work with a range of internal and external people• Can use own initiative• Maintain productive, professional and secure working environment

The end-point assessment for the Digital Marketeer Apprenticeship consists of the following four assessment components:

- Assessment of portfolio of evidence
- Structured competency based interview
- Assessment of final project
- Grading

| Off-the-Job Training

Apprenticeships are about upskilling an individual. Reaching occupational competency takes time. Many employers and apprentices have praised the positive effect off-the-job training has on their productivity and apprentices feel valued by the significant investment in their training. You may already have existing training programmes or materials you can use to deliver elements of the apprentice's off-the-job training. Off the job learning at HBTC may include sessions at the training centre, with follow up tasks being assigned in the workplace, time for assignments and research and specific training within the workplace. All off the job training must be relevant to the Apprenticeship Standard being undertaken. This will be agreed before the learner commences the programme and a flexible approach will be taken to meet learner and employer needs.

For more information please contact us on

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 **Apprenticeships**