

Developing the next generation of professionals

DIGITAL MARKETER

Level 3 Apprenticeship Standard

Delivery:

**Delivered over
13 months (plus)
up to 3 months
for End Point
Assessment
(EPA) completion**

Delivery method

- Technical qualifications delivery through eLearning, Virtual Classrooms
- On-site support from a dedicated Work Based Coach to support the development of a competency portfolio
- Regular Progress reviews
- End point assessment and interview

Role Profile

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.

Typical Job Roles

- Digital Marketing Assistant / Executive
- Digital Marketing / Social Media Coordinator
- Content Co-ordinator
- Email Marketing Assistant



Assessment:

Portfolio: Apprentices will be required to build a portfolio containing evidence from real work projects which have been completed, in the workplace, during the apprenticeship. The apprentice's portfolio should evidence the following skills and 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
- **Applies at least two of the following specialist areas:** search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click
- **Uses digital tools effectively**
- **Digital analytics:** measures and evaluates the success of digital marketing activities
- **Interprets and follows:**
 - 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**

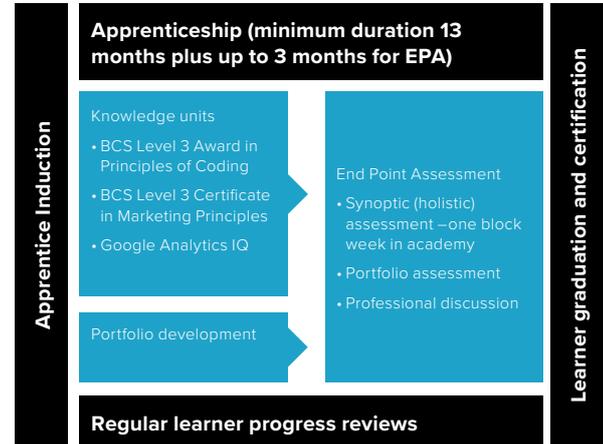


Apprentices will work towards the following qualifications:

Course	Core content	Learning modes available
BCS Level 3 Award in Principles of Coding	<ul style="list-style-type: none"> Understands and develops an appreciation of logic Is aware of programming languages and how they apply in building digital products Understands code compatibility on different platforms Understands the components involved to make the Web work 	Distance learning pack: <ul style="list-style-type: none"> Virtual Classroom (multiple dates) Study Guide 121 support 1 hour online exam
BCS Level 3 Certificate in Marketing Principles	<ul style="list-style-type: none"> Understands and can apply basic marketing principles Understands the role of customer relationship marketing Understands how teams work effectively to deliver digital marketing campaigns and can Deliver accordingly Understands and can apply the customer life cycle Understands the main components of Digital and Social Media Strategies 	Distance learning pack plus either: <ul style="list-style-type: none"> Virtual Classroom (multiple dates) Study Guide 121 support 1 Hour online exam
Google Analytics Individual Qualification Circa 9 hours of dependant study 1 - hour online exam	The Google Analytics Individual Qualification covers basic and advanced Google Analytics concepts. This includes: planning and principles; implementation and data collection; configuration and administration; conversion and attribution; and reports, metrics, and dimensions.	eLearning (workplace or Tech Labs)

Learning enhancements: Leaping Man Learning Apprentices will also be provided with the opportunity to enhance their skills to meet specific employer needs through a range of eLearning modules via the LML Digital Library; a bank of online resources that will supplement the apprenticeship programme, and provide additional insight and guidance on the different elements of digital marketing.

Tech labs: Leaping Man Learning Tech Labs provide an ‘away from work’ independent learning environment where apprentices can undertake self-study and eLearning.



Employer/general enquiries:

T: 0121 236 2474

ITdigital@leaping-man-learning.com

Candidate/applications enquiries:

T: 0121 236 2474

M: 07816 069 842

DMapply@leaping-man-learning.com

Find out more about the Leaping Man Learning Group



www.leaping-man-learning.co.uk