

# DIGITAL MARKETER

## LEVEL 3 APPRENTICESHIP



# WHAT IS IT?

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.



## THE STANDARD

The new standards were designed by employers for employers. They are about having the knowledge, skills and behaviours needed by employees to do their role effectively and efficiently.

### Entry requirements:

Set by the employer but could include GCSE's, A Levels or Level 2 Apprenticeship

### Course Length:

13 months

### Qualification:

Level 3 Digital Marketer Apprenticeship

### Functional Skills:

Maths and English level 2 must be completed prior to end-point assessment

### Progression:

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.

### Mentor

You will assign a mentor from your team who should have relevant, in post experience or qualifications to support the apprentice with their learning aims and role requirements.

### Tutor/Coach

Our experienced tutor/coach will deliver 20 days of the knowledge component and support the apprentice and mentor during workplace visits.

## Timescale

Below are suggested timescales for the apprenticeship, however we can be flexible with the times to suit your business needs.

<b>Month 1-8:</b>	Knowledge component – delivered over 20 days either 1 day per week for 20 weeks or 4 days a week for 5 weeks.
<b>Month 1-8:</b>	Competency – delivered through bi-weekly Skype and monthly workplace visits from your coach/tutor.
<b>Month 8-9:</b>	Exam release for assessments taken at TCHC Digital Technology Centre - 3 exams in total.
<b>Month 10-13:</b>	End-point Assessment – a project undertaken at work with a BCS examiner to demonstrate competency.

## 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.

**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



## Technical Knowledge and Understanding

Understands the principles of coding.

Understands and can apply basic marketing principles.

Understands and can apply the customer lifecycle.

Understands the role of customer relationship marketing.

Understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly.

Understands the main components of Digital and Social Media Strategies.

Understands the principles of all the following specialist areas: search marketing, search engine optimisation, email marketing, web analytics and metrics, mobile apps and Pay-Per-Click and understands how these can work together.

Understands the similarities and differences, including positives and negatives, of all the major digital and social media platforms.

Understands and responds to the business environment and business issues related to digital marketing and customer needs.

Understands and follows digital etiquette.

Understands how digital platforms integrate in to the working environment.

Understands and follows the required security levels necessary to protect data across digital and social media platforms.

## 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.

Ability to work with a range of internal and external people.

Ability to communicate effectively in a variety of situations.

Maintain productive, professional and secure working environment.

## Vendor Qualifications

Google Analytics IQ Certification

BCS Knowledge Module Exam Principles of Coding

BCS Knowledge Module Exam Marketing Principles

## ASSESSMENT GATEWAY

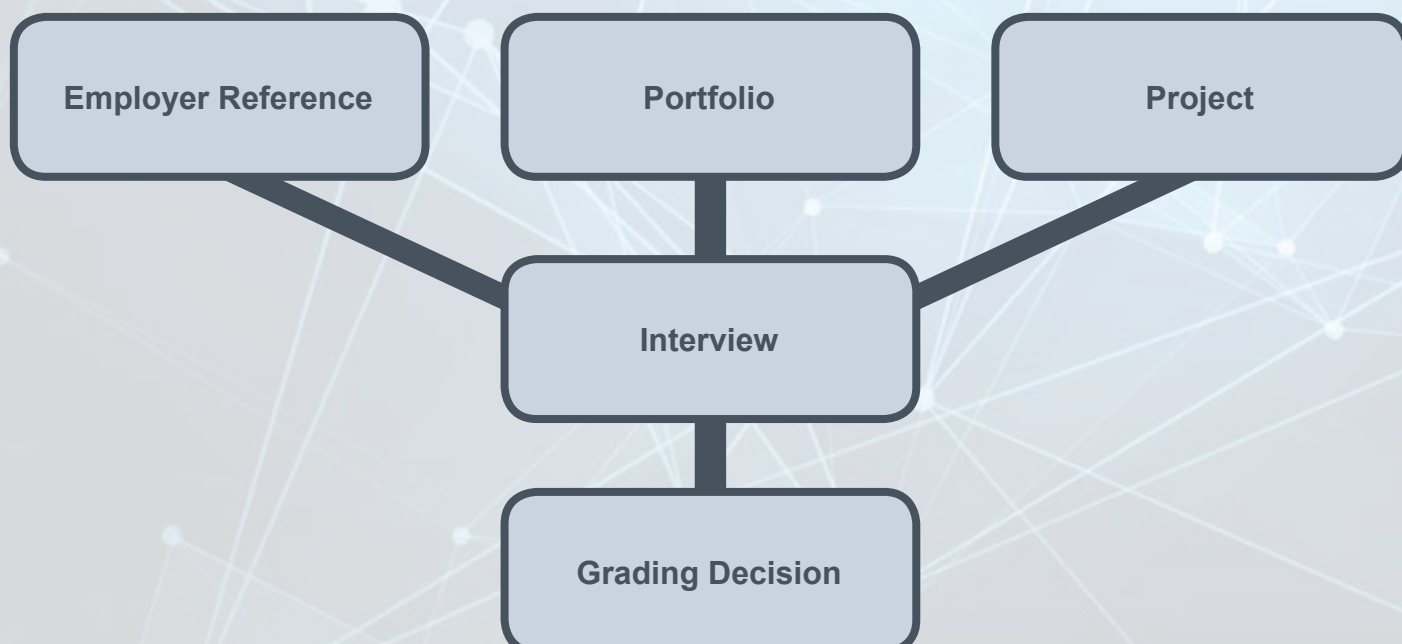
Before End-point Assessment the apprentices must be judged to be ready and have achieved:

- Level 2 English and Maths
- Completed and passed Google Analytics IQ Certification and two BCS Digital Marketing qualifications
- Pass BCS knowledge modules:
  - Principles of Coding
  - Marketing Principles
  - Digital Marketing Business Principles
- Project completed
- Portfolio completed

## END-POINT ASSESSMENT AND COMPLETION

The End-point Assessment takes place once the apprentice has successfully achieved the gateway assessment. On completion of End-point Assessment the apprentices will receive a pass, merit or distinction depending on the outcome of their assessment.

Under the new standards an apprentice will complete only after they have been independently assessed – this is called an End-point Assessment. The type of assessment varies but for this Apprenticeship it consists of the following:



## EMPLOYER REFERENCE

Provides the employer's perspective on how the apprentice has performed in the workplace and how they have applied their knowledge, competencies and behaviours in work projects.

## PORTFOLIO

Provides evidence against the totality of the standard, based on the application of knowledge, competence and behaviours to real work projects in the work environment. This is key to ensure the validity of the final assessment decision.

## PROJECT

Provides evidence against a selected set of knowledge, competencies and behaviours against a pre-defined project undertaken in a controlled environment. This is key to ensure consistency and comparability, increasing the accuracy of the assessment decision.

## INTERVIEW

Provides an opportunity for further evidence to be gathered and/or evidence to be explored in more detail against any of the knowledge, competence or behaviours. This also increases accuracy and validity.

## CONTACT US

See how we can support your business.

### TCHC

Phone: 01923 698485

Email: [dtc@tchc.net](mailto:dtc@tchc.net)

Visit: [www.tchc.net/digital-apprenticeships](http://www.tchc.net/digital-apprenticeships)

## INDEPENDENT END POINT ASSESSMENT

The government has appointed the British Computer Society as the end point Assessor for all Digital Apprenticeships.

## COMPLETION

The Independent end assessor confirms that each assessment element has been completed. The apprenticeship includes pass, merit and distinction grades with the final grade based on the apprentice's combined performance in each assessment activity.

In order to achieve the apprentice is required to pass each of the assessments. Should an apprentice fail one assessment activity this will be retaken as soon as the apprentice is ready and when practicable for the business.

### ADDRESS

2nd Floor - Gresham House

53 Clarendon Road

Watford - Hertfordshire - WD17 1LA