LEVEL 3 DIGITAL MARKETER

THE APPRENTICE
and TRAINING PARTNERSHIP

There is nothing standard about the new apprenticeship Standards!

In 2017 modern apprenticeships underwent a major overhaul. Apprenticeships now represent the very best in vocational Further Education programmes and benefit the widest range of employees and employers for new career starts, upskilling for progression or changes in career direction.

Programme Overview

A Digital Marketer will to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, engagement and retention.

A Digital Marketer is taught all of the components involved in developing, delivering and measuring the success of a campaign.

Who is it for?

- Digital Marketer

- Digital Marketing Assistant

- Digital Marketing Executive

- Digital Marketing Coordinator

- Campaign Executive

- Social Media Executive

- Content Coordinator

- E-mail Marketing Assistant

- SEO Executive

- Analytics Executive

- Digital Marketing Technologist

Entry Requirements:

Entry requirements exist for all funded Further Education programmes. These ensure the value, gain and success of the programme. The ATP will conduct the processes with employers and prospective apprentices to determine correct funding eligibility.

Job role eligibility (known as Competency Role Map):

The job role must contain opportunity for an apprentice to practice the content set out in the apprenticeship Standard to achieve vocational competency. Apprentices must have the opportunity to practice the knowledge taught in training sessions in order to convert new knowledge in to sustainable skills applied in the workplace.

Each apprenticeship requires a portfolio of evidence this will showcase the apprentice's work and will be reviewed by the apprenticeship assessment organisation to determine how well new knowledge has been successfully utilised vocationally. If a job role is close to the eligibility criteria we will consult with employers to see if adjustments can be made to ensure criteria is met.

Initial Assessment of existing knowledge and skills:

A prospective apprentice must stand to gain significant knowledge and skills from an apprenticeship. If the apprenticeship is too advanced for them or if they already know much of the knowledge and skills the apprenticeship would provide then they may not be eligible for the funding.

The ATP will review existing qualifications, knowledge and skills to determine if the prospective apprentice will benefit from the proposed apprenticeship such that it meets the funding criteria. In most instances this is very straightforward, however in some instances funding can be specially authorised for reduction in order to fund the parts of an apprenticeship that would be relevant. The ATP will provide the assessment for these possibilities.

The Level 3 Digital Marketer apprenticeship is highly technical, so whilst employers can select their own entry criteria, prospective apprentices should have achieved at least 5 GCSEs including English and Mathematics and hold a minimum of 120 UCAS points, or equivalent as a minimum to help ensure success.

In many cases this type of apprenticeship can demand a higher capability of English and maths than is taught at GCSE or A-Level. For example, advanced report writing, budgeting, complex structured explanations and/or advanced formulae and statistics. The ATP will provide both functional and advanced English and maths diagnostics and teaching to ensure each apprentice is fully supported in these areas.

Programme Duration:

This apprenticeship is delivered over 18 months for full-time employees. For part-time employees the term may be extended depending on the contracted hours.

Standard Delivery Model:

Apprenticeship training is delivered through a blend of weekly live web-based classrooms and regular face-to-face mentoring sessions that are held on a one-to-one basis in the workplace.

These live classrooms are held through Microsoft Teams. This software provides the full suite of educational tools including everything you would find in a conventional classroom and more e.g. live open interactions, private breakout rooms, note and question queues and interactive illustration boards. We can also use movie green screen technology for lesson illustrations.

A full timetable for the training, mentoring, exams and assessments is provided at the outset. Progress is reviewed at 12-week intervals in a meeting between the mentor, apprentice and employer (typically the apprentice's line manager).

Employers and apprentices have full visibility of progress in real-time by accessing the e-portfolio system, alternatively regular updates can be provided by other means if preferred.

End Point Assessment (EPA):

Aside from qualifications that can be obtained by doing an apprenticeship, the most important and valuable goal is what has been achieved during the programme.

Successful apprentices will obtain a Pass, Merit or Distinction in their apprenticeship. The way a Pass, Merit or Distinction is determined is at a stage called End Point Assessment which takes place once all the leaning has been completed. Like all examinations, a mock will take place before the final assessment.

Once all components of the apprenticeship have been achieved including the mock, a final review is conducted to ensure everything has been covered, this is called gateway. Then the apprentice will undergo their End Point Assessment.

The EPA for this programme consists of:

1. Portfolio of Evidence demonstrating work on 6-8 projects covering all the criteria

2. Employer Reference built over the course of the apprenticeship during the 12 week reviews, covering all the standard criteria

3. Synoptic Project, a business project completed in the final stages of the apprenticeship (this can sometimes include a virtual lab where appropriate), taking between 10-40 hours over a maximum of 2 weeks

4. A structured interview with the assessors exploring the project, portfolio of evidence and employer reference

Programme Structure:

Technical Competencies:

- **Written communication:** applies good 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 insights and recommendations

- **Customer service:** responds efficiently and effectively to enquiries

- **Problem solving:** applies structured techniques to problem solving, 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

- **Utilises:** digital tools effectively

- **Digital analytics:** measures and evaluates the success of digital marketing activities

- **Interprets and follows:**

  - latest developments in digital media trends and technologies

  - marketing briefs and plans

  - company defined standards or industry best practices for marketing

  - company, team or client approaches to continuous integration

- Operates effectively in own business, with customers and in other industry's environments

Technical Knowledge and Understanding:

- Understands the principles of coding

- Understands and applies 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 integrates accordingly

- Understands the main components of Digital and Social Media Strategies

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

Underpinning Skills, Attitudes and Behaviours:

- Logic and creative thinking

- Analysis and problem solving

- Personal responsibility and independent working

- Personal initiative

- Thorough and organised approach

- Adaptable to work with colleagues and clients

- Communicate effectively in a variety of situations

- Maintain productive, professional and secure working environment

Professional Qualifications:

Employers can make the selection in Knowledge Module 1 according to their preferences.

Knowledge Module 1:

MTA HTML 5 Application Development Fundamentals

OR

MTA Introduction to Programming using HTML and CSS

Knowledge Module 2:

Level 3 Award in Digital Marketing Business Principles

Knowledge Module 3:

Level 3 Award in Marketing Principles

The designated trainer will support the employer and apprentice throughout the programme as a single point of contact for questions and queries. This includes additional support for portfolio and project preparation, along with any advice and guidance needed.

Progression:

Apprentices who complete a Level 3 Apprenticeship in Digital Marketing are able to progress to Level 4 Apprenticeships in Digital/Creative Marketing or move in to Hardware, Networking, Cloud, Infrastructure, Cyber Security or Software Development. Upon completion of the Apprenticeship, apprentices are able to apply for registration to the Register of IT Technicians and are able to join as an associate member of BCS.

Next steps:

To configure an ideal apprenticeship we will meet with you, discuss your needs, present the options and collaborate to determine the best apprenticeships to meet your needs. We will provide ongoing support including:

- Recruitment of candidates

- Quality assured information advice and guidance

- Updates and information on legislation and funding

- Support and guidance for apprentice and employer throughout the apprenticeship

- Access to a comprehensive suite of resources and support material via OneFile

- Industry specialist qualified trainers and mentors