

DIGITAL MARKETER APPRENTICESHIP

Level 3





Apprenticeship Overview

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 Level 3 Digital Marketer Apprenticeship provides the learner with all the key skills that they need

to successfully market their business online. They will learn transferable marketing principles and how to undertake online campaigns across a variety of popular social media platforms such as Facebook and Twitter, and increase website visitors via SEO and PPC campaigns as well as learn website development with basic coding.

80% of the learning will be completed in the workplace with the other 20% being delivered via online resources, live webinars and classroom training by our highly qualified, industry-experienced tutors.



Learn how to engage with customers online to increase brand loyalty



Learn SEO to improve website visibility on search engines



Build social media campaigns to reach your target audience





Why Choose Us?



INDUSTRY EXPERTS

The modules will be delivered by industry experts with experience in the digital sector



CONTINUOUS SUPPORT

Monthly support visits in your workplace from highly qualified Skills Coaches



UP-TO-DATE CONTENT

Our team is dedicated to ensuring knowledge is relevant and kept up-to-date with industry changes

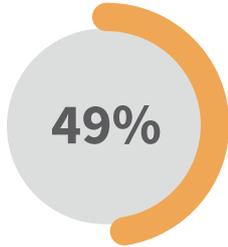


WE ARE RECOMMENDED

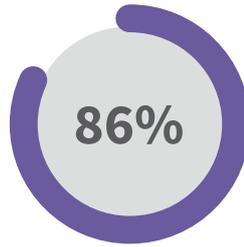
96% of our learners would recommend us to a family member or friend



The Statistics



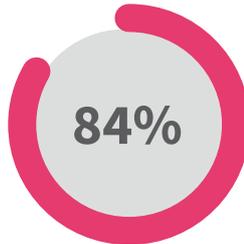
49% of organisations do not have a clearly defined digital marketing strategy



86% of consumers prefer more authentic and honest brand personality



51% of internet traffic comes from mobile users



84% of people will not make a purchase if they are on a website that is not secure





What You Will Learn



Digital Marketing Business Principles

Understand the foundations of social media technologies, communication methods and how to engage with consumers using various digital marketing tools. You will build and manage your own campaigns, develop social media content and learn how to boost brand recognition. You will learn about metrics, analytics and reporting and how risks, reputation, advertising and promoting are managed and maintained.



Principles of Marketing

Learn about the elements of project management, customer relationship marketing and increasing engagement to retain customers in the long term. Use collaboration tools to post and monitor content to protect your reputation by limiting the information you post online. This unit also covers the risks associated with being connected to the Internet, and the security measures that can keep your computer system and personal information secure.



Principles of Coding

Gain the essential web page development skills using HTML5 and CSS. You will learn to write code manually, as well as use graphical user interface (GUI) authoring tools. You will work with images, create hyperlinks, and add tables, forms, video and audio to your web pages. Understand how websites are developed as managed projects. You will identify e-commerce solutions and relate website development to business goals.



Programme Timeline



1

Induction and Initial Assessment (1 day)

This will include an induction to the course and its content as well as an initial assessment.

The initial assessment comprises of Maths, English and ICT tests so we know whether to offer additional support.

2

Training and Development (4-day week blocks)

Digital Marketing Business Principles (4 days)

Principles of Marketing (4 days)

Principles of Coding (8 days)

Each training course will be delivered in a week block and can be attended in an order that suits the business and learners' needs. During this time, you will also receive monthly visits from your assigned Skills Coach for progress tracking, advice and guidance, support for your portfolio and preparation for the End Point Assessment.

3

End Point Assessment (3 months)

Summative Portfolio

A collection of real work completed projects that provide evidence of the skills and knowledge learned

Synoptic Project

The 'Synoptic Project' is a controlled business related project set by BCS.

Employer Reference

This will be a written reference on how you have performed during your apprenticeship and how the skills and knowledge gained have benefitted the business.

Interview

This is undertaken by an Assessor where further evidence is gathered on performance. After this stage, the learner will be graded 'Pass', 'Merit' or 'Distinction'.



Eligibility and Funding



Eligibility

- Lived in the UK or EEA for the past 3 years
- Spend at least 50% of their working hours in England
- Working at least 30 hours per week
- Not currently undertaking another apprenticeship or funded qualification
- Achieved level 2 Functional Skills or GCSE grade A* to C (or 9 to 4) in English and maths

The learner can undertake an apprenticeship at the same or lower level than a qualification they already hold, if the apprenticeship will allow the employee to acquire substantive new skills



Funding

The Digital Marketer Apprenticeship is valued at £12,000*

Apprenticeship Levy

For companies paying over £3m in payroll, our apprenticeship programmes can be funded through the apprenticeship levy

Non-Levy Payers

If your business pays less than £3m in payroll, the employer will contribute 10% of the total cost of the apprenticeship. Payment will be made in 12 monthly instalments**

16-18

16-18 year olds are fully funded and an incentive payment of £1,000 is provided to employers***

*From April 2019, funding value will change from £12,000 to £11,000

**From April 2019, the employer contribution will change from 10% to 5%

***Apprentice must have been in the apprenticeship for a minimum of 12 months before incentive payment is received



Universal Square
Building 4
Devonshire St N
Manchester
M1 6DE



The Busines Centre
Bradmarsh Business Park
Bow Bridge Close
Rotherham
S60 1BY

0161 474 7603 | info@b2wgroup.com | www.b2wgroup.com