

Digital Marketer

Apprenticeship

Level 3

Marketing your business online is crucial to the success of any modern business. It is no longer enough to have a website, you need an active online presence and the capability to harness and analyse data about who has been visiting your online channels to convert them into sales.

Current advancements in web technology and social media make a host of new marketing tactics possible; it is vital that you keep up with the latest developments in order to make the most of new opportunities and expand your markets, whether in the UK or overseas.

If you are thinking about recruiting someone as a marketing assistant or training someone up in your organisation, then you should consider this digital marketing programme.

An apprenticeship is a smart cost-effective way to recruit someone new to fulfil this dynamic role or to upskill a member of your existing team, working under the direction of your marketing manager. We can support you to source the right candidate and train your apprentice in the latest industry practice.

Key Areas of Study

Your apprentice will cover essential knowledge, skills and behaviours on their programme. The details of what is covered is outlined below, and options can be selected appropriate to your organisation.

Quick Information:

New Apprenticeship Standard designed by employers for employers

Sector:

Applicable across all sectors

Who is it for?

New recruits and existing staff

Start date:

September, January and April starts

Level:

Level 3

Duration:

Minimum 18 months

How does it work?

Delivered in your workplace with a day a week in College supplemented with monthly visits to your workplace. The student will also complete online learning at their own pace

Content:

Menu of options that can be tailored to your business

Assessment:

Portfolio, business project, employer reference and structured interview at the end of the programme

Qualification:

Digital Marketer Apprenticeship

Additional qualifications:

As part of the Apprenticeship the student will also have the opportunity to achieve the CIM Level 4 Certificate in Professional Marketing.



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 organisation's, their customers' and the industry's environments

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 of the following specialist areas: search marketing, search engine optimisation, e mail 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 into 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

- 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

Additional Qualifications

Apprentices must achieve one internationally recognised vendor or professional qualification, from the right hand column in the table below. This will exempt them from doing the knowledge module in the left hand column:

Knowledge Modules	Vendor or Professional Qualifications
Knowledge Module 1: Principles of Coding	MTA HTML 5
Knowledge Module 2: Marketing Principles	CIM Level 4 Award in Digital Marketing
Knowledge Module 3: Digital Marketing Business Principles	CIM Level 4 Award in Digital Marketing

Training, Tutoring and Assessment

The whole programme takes a minimum of 18 months to complete, at which point your apprentice can start their final assessment. The pace at which the apprentice progresses will be driven by you and the apprentice. We will work closely with you to plan and deliver appropriate support and training. Your apprentice will mainly learn on the job, but training and one-to-one tutoring are a key part of the new apprenticeship standards, not just assessment, with more time on tutoring as part of the 20% off-the-job training.

We will carry out joint reviews with you at regular intervals to discuss progress. You can use your normal performance management processes to monitor the progress of the apprentice, provide feedback and guide development. Your apprentice will be expected to keep a portfolio to track their off-the-job training, learning and development throughout the apprenticeship.

Your apprentice's technical knowledge and understanding will be assessed on programme through a combination of Ofqual-regulated Knowledge Modules and specified vendor and professional qualifications (detailed above). These must be passed before the final assessment can take place.

End Point Assessment

In conjunction with the College, you will be asked to formally sign-off that the apprentice has met the minimum requirements for knowledge, skills and behaviours within the apprenticeship standard and confirm they are ready to move on to the final assessment, which will be measured as follows:

Portfolio – Produced towards the end of the apprenticeship, it will contain evidence from real work projects that have been completed during the apprenticeship. It will provide evidence on the application of knowledge, competence and behaviours detailed in the standard.

A Business Project – The apprentice will undertake a business-related project over a one-week period away from the day-to-day workplace.

Employer Reference – You will provide an account of how the apprentice has performed in the workplace and how they have applied their knowledge, competencies and behaviours in work projects.

Structured Interview – This will explore what has been produced in the portfolio and the project. The interview provides an opportunity for further evidence to be gathered and explored in more detail against any of the knowledge, competencies or behaviours set out above.

For more information on the assessment for the Digital Marketer Apprenticeship please see the full assessment plan in the Apprenticeship Standard documentation. We will arrange the End Point Assessment.

Apprenticeship Entry Requirements

As the employer you will set the selection criteria, but this might include GCSEs, A levels, a Level 2 apprenticeship or other relevant qualifications, relevant experience and/or an aptitude test with a focus on functional Maths. It is likely you will be looking for a proven passion for digital and social media. Level 2 English and Maths will need to be achieved, if not already, prior to taking the final assessment. We will provide tuition if required and the apprentice would need to attend college sessions in addition to the commitment for the apprenticeship.

Future/Other Opportunities

Marketing CIM Award Customer Experience L4

Marketing CIM Award in Integrated Comms L4

Marketing CIM Professional Certificate

More Information

To find out more about the opportunities and financing of apprenticeships and to discuss your particular requirements, please email employer@sheffcol.ac.uk or call **0114 260 2600** to speak to one of our friendly employer advisors.

Why choose The Sheffield College?

As one of the region's largest providers of apprenticeships, The Sheffield College is more than just your local provider; we deliver the dedicated support you need to source, train and get the best out of your apprentice.

We will also help your apprentice achieve an internationally recognised marketing qualification as part of the apprenticeship.

We appreciate how difficult and time consuming it can be to recruit staff. That's why, when you recruit an apprentice with us, our dedicated apprenticeship recruitment service, Job Connect, will advertise the vacancy, engage your candidates and even pre-screen them to make the process as easy as possible for you.

We help you get the best deal by finding the right funding and we handle the paperwork to make the process of arranging an apprenticeship training programme as smooth as possible. Our employer partnership team, apprenticeship tutors and assessment staff are experts, and we invest time and money in training and upskilling them regularly so their knowledge is up-to-date and industry standard.

At The Sheffield College we go above and beyond; we know that every business is different and we help to develop apprentices who will meet the needs of your business.

Get In Touch

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