

Digital Marketer

Level

3

Duration

Typically 16 months

Levy Cost £11,000

Non-Levy Cost
Fully funded or 5% (£550)

How can a Digital Marketer apprentice benefit my business?

A Digital Marketing apprentice will use online and social media platforms to design, build and implement campaigns and drive customer sales. They will support your business to increase online presence which can open your business to new audiences, bringing your brand in front of new potential customers and business partners. The apprentice will bring fresh ideas to your business and will have up to date industry knowledge. You will develop a fully trained and qualified employee, who already knows your business.

Who is the Digital Marketer apprenticeship for?

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. They will normally report to a digital marketing manager, a marketing manager or an IT Manager. Typical roles include: Marketing Assistant and Marketing Executive.

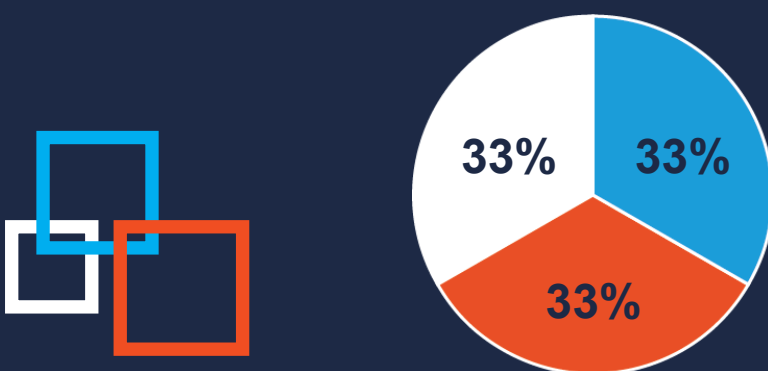
What will it cost the business to take on an apprentice?

Levy-paying employers in England can use funds in their Apprenticeship Service Account to fund apprenticeship training costs.

Non-levy paying employers: The government will fund between 95% - 100%* of the cost of training an apprentice.

**This depends on how many people are employed within the company, the age of the apprentice and also if they have been in care or have a Local Authority Education, Health and Care Plan (EHCP).*

How is the '20% off-the-job' training delivered?



Work-based Activity
Knowledge Assessment
Classroom Activity / Self Study

Functional Skills

If your apprentice does not hold a GCSE 4/5 or equivalent in English and maths, they will be required to complete functional skills. Delivery options will be agreed upon before the commencement of the apprenticeship.

End Point Assessment

The EPA tests and validates the knowledge, skills and behaviours that an apprentice has gained during their training and demonstrates the competence of an apprentice in their role. This assessment for the Digital Marketer apprenticeship consists of:

- Professional discussion underpinned by portfolio
- Synoptic project
- Employer reference

The Learner Journey

Month 1	Sign-up and induction	Skills scan · Developmental activities (including extended writing guidance) · Induction · Training plan
Months 2 - 12	On programme	Classroom session · Qualification preparation and exams
Months 13 - 14	Gateway to EPA	Portfolio building · Tutorials · Synoptic project preparation
Months 15 - 16	EPA	Portfolio submission · Synoptic project assessment

Classroom Delivery

Teaching sessions are held weekly online over WebEx on a Friday between 1-3pm.

Progression

Successful candidates can progress into a Digital Marketing career in jobs such as: Marketing Assistant, Marketing Executive, Marketing Co-ordinator, Campaign Executive, Social Media Executive, Content Co-ordinator, SEO Executive, Analytics Executive.

Additional 'Mandatory' Qualifications

As part of the Digital Marketer Apprenticeship your apprentice will also complete the following qualifications:

- Google Analytics (GAIQ)
- City & Guilds Principles of Coding
- City & Guilds Principles of Online and Offline Marketing