



Digital Marketer

Level 3 Advanced Apprenticeship

Role Profile

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. 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. The marketer will work on marketing briefs and instructions. They will normally report to a digital marketing manager, a marketing manager or an IT Manager. Typical Job Roles Digital Marketing Assistant, Digital Marketing Executive, Digital Marketing Coordinator, Campaign Executive, Social Media Executive, Content Coordinator, Email Marketing Assistant, SEO Executive, Analytics Executive, Digital Marketing Technologist.

Programme Length

24 months

Apprentices must be employed full time in a suitable position before commencing the programme. College attendance dates to be confirmed at sign up.

Start Date

This is a roll on roll off programme - apprenticeships can start at any point in the year.

Delivery Sites

Rugby, Royal Leamington Spa and Evesham Colleges for general masterclasses. Specific marketing workshops are held at Leamington Spa. (These are planned in conjunction with the apprentices and run throughout the year)

Delivery Mode

Delivery is mainly work based, but to ensure a meaningful training element, it must include 20% off the job training throughout the apprenticeship. Some of this can be completed in the workplace - we can offer further advice and guidance regarding this and prospective areas that can be included within the requirements of the apprenticeship.

To assist with the off the job hours, apprentices will attend college for one day per fortnight. During the morning, they will attend workshops covering a range of generic, work based subjects, such as Communication, Working in a Team, GDPR, Customer Service etc.. In the afternoon, they will have time to undertake study relating to their specific apprenticeship. We deliver these sessions at Rugby, Leamington Spa and Evesham College sites.

We also hold specific marketing workshops to provide the knowledge base for our marketing apprentices. These are generally half day sessions, one day per week for four to six weeks at a time.

In addition, apprentices will have an assessor/coach who makes regular visits to the workplace, gathering evidence using a variety of methods, whilst guiding and tutoring the candidates with regards to marketing theories and how these apply with the specific marketing roles. A Work Based Learning Manager is the main point of contact between WCG, the employer and the apprentice. They meet with the apprentice and the employer representative in the workplace to undertake reviews which ensure a clear understanding of roles, monitor progress and set targets for each period. They can assist with pastoral care issues, although the employer obviously retains responsibility for any performance management issues.

How will the apprentice be assessed?

The apprentice will be assessed on their ability to competently perform a range of tasks connected with their work. They will be continually assessed throughout the

What is the entry process?

We advertise our apprenticeship vacancies on the National Apprenticeship Service website and on the [current apprenticeship vacancies](#) page of our website. Applicants will be invited in for a pre-interview with a member of the



course by means of practical assessments, such as observation or examination of work products and written tasks or assignments.

The End Point Assessment process consists of a portfolio, completion of a synoptic project, employer reference and an interview with the independent assessor. These are all undertaken by an independent End Point Assessment Organisation. The assessor/coach will provide support in preparation for the End Point Assessment process.

What qualifications will the apprentice achieve?

Advanced apprenticeship - Digital Marketer, CIM Level 3 award in Digital Fundamentals.

What careers/future study can this lead to?

- With experience, you could specialise in a particular type of digital marketing like mobile or video marketing.
- You could progress to senior digital marketing officer or head of online marketing. You could also become a freelance digital marketing consultant, or move into a related area like advertising, sales or public relations.
- Higher level marketing qualifications, within the college or with professional marketing bodies.

team, so we can gather some background information and discuss the apprenticeship role in more detail. Suitable candidates will then be forwarded to the employer for shortlisting.

If you're an employer and you've already selected an apprentice, please contact us to discuss next steps.

What are the entry requirements?

Individual employers set their own selection criteria. This will typically include 5 GCSE passes, but is likely to be a minimum of grade A-C/4-9 GCSE or equivalent in Maths and English.

Anyone of any age, from any background, can undertake an apprenticeship in Digital Marketing if they have the right attitude, passion, stamina and commitment to learning - even if this means re-training in a new area of work. There is a need to be able to analyse, reflect and draw conclusions throughout the apprenticeship and having the skills and mindset to do this is advantageous.

Fees

Fees will be dependent on the apprentice age, employer size, any existing knowledge and the duration agreed. We will provide costs on an individual basis. Fees may be indicative at the time of publishing.

Modules Covered

Apprentices will need to understand how to use a range of social media platforms, effectively and efficiently to meet the customer/organisational needs. They will need to demonstrate an ability to work independently and as part of a team, showing analytical thinking and creativity within their work. They will be required to reflect on the theories of marketing and understand and explain how these apply to their individual roles, using evidence of application to support this understanding.

The Digital Marketer apprenticeship is made up of 2 Knowledge modules - CIM Level 3 Digital Fundamentals & Level 3 Principles of Coding.

Got a question about this course?

Call us on 0330 135 6940 or email employerenquiries@wcg.ac.uk

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