



Digital Marketer

[Level 3]



01233 - 632 111



www.esp-ac.uk

HEAD OFFICE
Williamson House, Wotton Road,
Ashford, Kent, TN23 6LW

FORWARD TOGETHER

Overview

Level 3 Digital Marketer

The primary role of a digital marketer is to define, design, build and implement online digital marketing campaigns using a variety of online and social media platforms and channels to drive customer sales, customer engagement and to retain customers for the long term.

A digital marketer will typically be working as part of a team and be responsible for some of the straight forward elements of the overall marketing plan or campaign. The marketer will work to marketing briefs and instructions. They will normally report to a digital marketing manager, a marketing manager, or an IT Manager.



Who is it for?

Typical roles that would require a Digital Marketing qualification include:

- Analytics Executive
- Campaign Executive
- Content Co-ordinator
- Digital Marketing Assistant
- Digital Marketing Co-ordinator
- Digital Marketing Executive
- Digital Marketing Technologies
- Email Marketing Assistant
- SEO Executive
- Social Media Executive



Why Do This Apprenticeship

What Are The Benefits:

Employer Benefits

- ✓ Obtain funding from UK government apprenticeship levy
- ✓ ESP qualified professional Learning Skills Coach mentorship and guidance
- ✓ Generation of social media campaigns
- ✓ Conduct e-commerce marketing for revenue
- ✓ Effective target audience segmentations and targeting
- ✓ Market intelligence gathering
- ✓ Implement influence marketing campaigns
- ✓ Ability to benchmark marketing campaign switch clear return on investment

Learner Benefits

- ✓ Gain real work experience while learning
- ✓ Define, design, build and implement campaigns
- ✓ Get Digital Marketing L3 Ofqual qualification
- ✓ Earn Web Technologies, Principles of Coding qualifications
- ✓ Professional recognition as an Affiliate and members of the Chartered Institute of Marketing



Typical Programme Structure

The course is delivered via a mix of face to face and online workshops, webinars, coaching sessions and workplace learning

Typical Programme Breakdown

- 11 x 6-hour workshops to cover knowledge elements of the standard and diploma (may include face to face and online workshop delivery)
- 5 x skills development workshops and workplace visits
- 2 x 4hour EPA preparation workshops and mock assessment workshops
- 6x 1hour virtual coaching sessions
- 13 x 1 1/2 hr reviews
- Development of a Portfolio of Evidence and assessment completion
- Continuing Professional Development Log to be kept and maintained as part of the Portfolio of Evidence
- Completion of work-based project
- Evident of participation in 360 feedback
- Completion of online learning modules as part of the off the job activities

Programme Length

Course duration 18-22 months plus EPA

How is training delivered

An essential element of the ESP delivery model is to ensure you are supported at each stage in your journey to enable you to fully succeed.

You will be taught by Learning and Skills Coaches who are experts in their field with significant practical experience. All Learning and Skills Coaches are professionally qualified, with many in senior positions.



Our Learning And Skills Coaches will:

Deliver online and face to face workshops

Cover the knowledge needed for each module through interactive and informative sessions

Help plan independent learning activities

Provide one to one coaching via telephone, in the workplace or via virtual mediums like Teams

Provide feedback on written assignments and evidence submitted

Support you with preparation for End Point Assessment

Duties / Programme modules



01

Principles of coding



02

Marketing principles



03

Digital marketing business



04

Digital marketing specialist



05

Search engine optimisation (SEO)



06

Search engine marketing



07

Pay per click



08

Email marketing



09

Content marketing



10

Web analytics and metric

11

Features, limitations and risks

12

Mobile Apps

13

Audience and competition influence

14

Brand awareness

15

Digital transformation



Programme Summary

Knowledge

The digital marketer apprentice will understand

- the principles of coding
- how to apply basic marketing principles
- the customer lifecycle
- customer relationship marketing
- how teams work effectively to deliver digital marketing campaigns and can deliver accordingly
- the main components of Digital and Social Media Strategies
- the principles of all specialist areas: search marketing, search engine optimisation, email marketing, web analytics and metrics, mobile apps and Pay-Per-Click and understands how these can work together
- the similarities and differences, including positives and negatives, of all the major digital and social media platforms
- the business environment and business issues related to digital marketing and customer needs
- digital etiquette
- digital platforms integrate in to the working environment
- required security levels necessary to protect data across digital and social media platforms

Skills

- Logical and creative thinking
- Analytical and problem-solving
- 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

Behaviours

- 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

Pre-Enrolment Activities

Before being accepted on to the apprenticeship you will need to complete the following pre-enrolment activities:

Information, Advice and Guidance workshop

- Attend a virtual workshop session to provide an overview of the following
- Overview of the apprenticeship programme
- 20% off-the-job Training
- Attendance at masterclasses and workshops

Initial Assessment

Complete BKSBS Maths and English initial assessments

Diagnostic Assessment

Complete BKSBS Maths and English diagnostic assessments

Pre-Start Enrolment Form

This form will provide us with basic information about your qualifications and past and current experience

Skills Scan

Complete skills scan to identify the areas that will be covered during the course to determine whether there are development opportunities and scope for the learner to complete the apprenticeship

Remote Pre-enrolment Review

Attend 1 :1 remote session with the Learning and Skills Coach to talk through the pre-enrolment activities and skills scan to confirm suitability

Enrolment form (online)

Complete formal online enrolment form

Apprentice Agreement and Commitment Statement (online):

Read, discuss and agree the apprentice agreement and commitment statement

Formal on-boarding

Apprentice invited to induction introduction to the apprenticeship programme and first learning session

Expectations and Commitment

We ask apprentices to:

Attend all face to face, virtual workshops, and master classes as per the delivery plan

Attend all programme reviews with the Learning Skills Coach

Submit and upload assignments and evidence to the online e-portfolio (OneFile) by the stipulated target date to ensure completion of and qualification of the apprenticeship within the given timeframe

Complete all off-the-job activities to meet the 20% off-the-job requirement. Record all activities and reflections on OneFile

Complete at least 6 hours of self-study each week inclusive of any online learning activities

Complete shadowing of colleagues and mentoring

Eligibility

The eligibility criteria are as follows:

- UK/EU Resident for three years
- Not currently a student in funded learning
- Individual employers 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. Employers are likely to be looking for a proven passion for digital and social media

End Point Assessment

The End Point Assessment will begin once the employer, apprentice and ESP are confident that the apprentice has developed all the knowledge, skills and behaviours defined in the apprenticeship standard.

As part of this process apprentices, employers and ESP will complete a 'Gateway' discussion to confirm competence.



On programme learning

Minimum 12 months



Gateway

Requirement for Gateway
Level 2 Maths & English



Planning meeting

With the apprentice,
training provider, employer
and End Point Assessor



Portfolio of Evidence

Assessment of work-based projects
and assessments

Work-base reports

Completion of work-based project,
presentation and Q&A



Professional discussion

Discussion between apprentice
and End Point Assessor
1 hour



Grading and determination

Grading Fail/Pass/Distinction

ESFA certification



Structured competency-based interview



Forward Together

Progression Opportunities

- ✓ Careers in large and small companies, the armed forces, specialist IT companies, digital agencies, in roles including marketing, e-commerce, and communications.