



Digital Marketer
Level 3



Overview

Apprenticeship: Digital Marketer

Qualification: Level 3

Duration: 18 months

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 to marketing briefs and instructions. They will normally report to a Digital Marketing Manager, a Marketing Manager or an IT Manager.



Qualifications

- Apprentices must achieve one internationally recognised vendor or professional qualification.
- Functional Skills in Maths
- Functional Skills in English

Progression opportunities

- Digital Degree Apprenticeship

Core competencies

- Written communication
- Research
- Technologies
- Data
- Customer service
- Problem solving
- Analysis
- Implementation
- Digital analytics
- Digital tools

Training Process

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- New learners are assessed by a Skills Coach to ensure their suitability for the programme
- After this, they will complete an initial assessment and scoping to identify areas of improvement, and development goals for the apprenticeship
- An apprenticeship induction is then held for new learners, where they will be introduced to the schedule of study

Modules

Ongoing Skills Development Coach Support

1 - KM1 Principles of Coding

- Classroom/Online: 8 days

2 - KM2 Marketing Principles

- Classroom/Online: 10 days

3 - KM3 Digital Marketing Business Principle

- Classroom/Online: 8 days

Gateway

- 12-15 months

Assessment

- 15-18 months
- Synoptic Project, Summative Portfolio, Employer Reference & Structured Interview

Pathway

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There is a clear GC Education & Skills career pathway for the apprentice once they've completed the Level 3 Digital Marketer course.

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Marketing Apprenticeship Routes

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