

Digital Marketer Apprenticeship Standard

Role/Occupation: Digital Marketer

Level 3



Overview: Use online and social media platforms to design, build and implement campaigns and drive customer sales

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.

Typical job roles include: Digital Marketing Assistant, Digital Marketing Executive, Digital Marketing Co-ordinator, Campaign Executive, Social Media Executive, Content Co-ordinator, Email Marketing Assistant, SEO Executive, Analytics Executive, Digital Marketing Technologist.

DURATION

The apprenticeship will typically take 18 months to complete.

ENTRY REQUIREMENTS

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.

ENGLISH & MATHS

Apprentices without Level 2 English or Maths will need to achieve this prior to taking their End Point Assessment.

For those with an education, health and care plan or a legacy statement, the minimum English and Maths requirement is Entry Level 3. For those whose primary language is British Sign Language, BSL qualifications are an alternative to English qualifications.

QUALIFICATIONS

Apprentices must achieve one internationally recognised vendor or professional qualification, from the right hand column in the table below. This then exempts one of the Ofqual-regulated knowledge modules, as shown in the left hand column (*see next page*).

The knowledge modules are summarised below and further details are available in the occupational brief available from <https://www.nsar.co.uk/digital-eqa/digital-apprenticeship-standards/>

Individual employers will select which vendor or professional qualification the apprentice should take.

Knowledge Modules	Vendor or Professional Qualifications
Marketing Campaigns	<p>Coordinate and maintain key marketing channels (both digital and offline)</p> <p>Plan and deliver tactical campaigns against SMART (Specific, Measurable, Achievable, Realistic, Time-bound) objectives</p> <p>Manage the production and distribution of marketing materials, e.g. digital, print and video content as appropriate</p>
Budget Management	<p>Monitor project budgets within their scope of work using appropriate systems and controls</p>

LINK TO PROFESSIONAL REGISTRATION

This apprenticeship is recognised for entry on to the **Register of IT Technicians** and those completing their apprenticeships are eligible to apply for registration. Completion of the apprenticeship would also allow access to join as an Affiliate (Professional) member of the CIM (**Chartered Institute of Marketing**) and/or Associate membership of **BCS**.

COMPETENCIES

Knowledge	What is required
Marketing Concepts & Theories	<p>The fundamentals of marketing theory that support the marketing process e.g. the extended marketing mix (7P'S: Product, Price, Place, Promotion, Physical environment, Process, People), product development, and segmentation</p> <p>The concepts of brand positioning and management and implementing process to support corporate reputation</p> <p>The principles of stakeholder management and customer relationship management (CRM), both internal and external, to facilitate effective cross-functional relationships internally, and channel and customer relationships externally</p>
Business Understanding & Commercial Awareness	<p>The characteristics and plans of the business and sector they work within, including their vision and values</p> <p>How marketing contributes to achieving wider business objectives</p> <p>The target audience's decision making process and how that can influence marketing activities</p> <p>The sector specific legal, regulatory and compliance frameworks within which they must work, including current Data Protection regulations</p>
Market Research	<p>The principles of effective market research and how this can influence marketing activity e.g. valid data collection sources and methodologies and usage, including digital sources, and when to use quantitative and qualitative methods</p>
Products & Channels	<p>Basic principles of product development and product/service portfolios</p> <p>The marketing landscape and how routes to market interplay most efficiently, e.g. franchise model, distribution</p> <p>The features and benefits of different marketing communications channels and media, both digital and offline, and when and how to apply these</p>

Skills	What is required <i>(Continued)</i>
Interpersonal & Communication Skills	Produce a wide range of creative and effective communications, including ability to write and proofread clear and innovative copy, project briefs, and give confident presentations Able to engage and collaborate with a wide range of clients/stakeholders, across departments internally and with clients/suppliers externally to support marketing outcomes as required
Service Delivery	Use good project and time management to deliver projects/tasks/events as appropriate, effectively. Including the ability to divide time effectively between reporting, planning and delivery Coordinate several marketing campaigns/projects/events to agreed deadlines Effectively liaise with, and manage, internal and external stakeholders including suppliers to deliver required outcomes
Evaluation & Analysis	Evaluate the effectiveness of marketing campaigns by choosing the appropriate digital and offline data sources. Assimilate and analyse data and information from a range of sources to support marketing activities Evaluate data and research findings to derive insights to support improvements to future campaigns
Systems & Processes	Effectively use appropriate business systems and software to deliver marketing outcomes efficiently, for example to analyse data, produce reports and deliver copy Use appropriate technologies to deliver marketing outcomes e.g. digital/web, analytics, social media, CRM

Behaviours	What is required
Agile & Flexible	A tenacious and driven approach to see projects through to completion Being a proven 'self-starter' and have an adaptable approach to meet changing work priorities
Creative Thinker	A creative and analytical mind, with a willingness to think of new ways of doing things They come up with ideas and solutions to support the delivery of their work
Resilience & Continuous Improvement	A willingness to learn from mistakes, as not all activities go to plan, and improve their own performance as a result
Professionalism & Emotional Intelligence	A high level of professionalism, reliability and dependability with a passion for the customer A collaborative approach is central to how they work, showing empathy and being mindful to the needs/views of others Ethical behaviour in the way they approach marketing activities and their work, valuing equality & diversity

ON-PROGRAMME DELIVERY

Each apprentice will be allocated a Coach to support ongoing learning and preparation for End Point Assessment. In addition Progress Reviews will take place regularly to ensure the apprentice is on track. All apprentices will be invited to attend relevant workshops to support the development of their Knowledge, Skills and Behaviours.

END POINT ASSESSMENT

The EPA consists of three assessment methods:

1. Multiple Choice Knowledge Test
2. Project Showcase
3. Professional Discussion

The EPA will be conducted by an Independent External Assessment Organisation (IEAO).

PROGRESSION

Please talk to us about progression from this apprenticeship.

REALITY CHECK

- Time and support required from the employer to the apprentice during the apprenticeship to include: regular Performance Reviews, relevant off the job training and preparation for the final EPA
- Expectation of significant amounts of study/work from the apprentice in order to meet the requirements of the apprenticeship
- Employer has to be involved in the EPA and provide support and time to the apprentice in preparation for the EPA

COSTINGS

Maximum Funding Band: £6,000

The cost of the apprenticeship will be negotiated with you in line with Government guidelines

Additional Costs:

- Optional - IT Functional Skills Level 2 - £200

PLEASE CONTACT APPRENTICESHIPS@CIRENCESTER.AC.UK FOR FURTHER INFORMATION

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