

Apprenticeships +

Digital Marketer

Apprenticeship Level 3

**The
Sheffield
College**

4 Excellent Campuses
1000s of Opportunities
1 Incredible City



Quick Information

New Apprenticeship Standard designed by employers for employers

Sector

Digital

Who is it for?

New and existing employees

Start date

Various dates throughout the year

Level

Level 3

Duration

The duration of this apprenticeship is typically 18 months

How does it work?

An apprentice will attend college one day a week

Content

Module 1 BCS principles of coding exam

Module 2 BCS Marketing Principles

Module 3 Google IQ

Assessment

Exam based

Qualification

Digital Marketer

Review

This standard was last revised on 04/03/2019

Digital Marketer

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: 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.



Key Areas of Study

Module 1 BCS principles of coding exam
 Module 2 BCS Marketing Principles
 Module 3 Google IQ

Technical Competencies

- Written communication: applies a good level of written communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication
- Research: analyses and contributes information on the digital environment to inform short and long term digital communications strategies and campaigns
- Technologies: recommends and applies effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives
- 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
- Applies at least two of the following specialist areas: search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click
- Uses digital tools effectively
- Digital analytics: measures and evaluates the success of digital marketing activities
- Interprets and follows:
 - latest developments in digital media technologies and trends
 - marketing briefs and plans
 - company defined 'customer standards' or industry good practice for marketing
 - company, team or client approaches to continuous integration
- Can operate effectively in their own business's, their customers' and the industry/s environments

Technical Knowledge and Understanding

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

Underpinning Skills, Attitudes and Behaviours

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

New Apprentices

Apprentices who start their studies after the 1st June 2020 will use the qualifications listed in Table 2 below.

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.

Table 2: 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/>

Knowledge Module 1: Principles of Coding (for level 3 Digital Marketer Apprenticeship)

Vendor or Professional Qualifications:

- MTA HTML 5 Application Development Fundamentals (98-375)
- CIW – Site Development Associate

Knowledge Module 2: Marketing Principles (for Level 3 Digital Marketer)

Vendor or Professional Qualifications:

- Google Squared
- CIM Level 3 Award in Digital Fundamentals
- Dot Native
- CIW – Internet Business Associate

Knowledge Module 3: Digital Marketing Business Principle (for level 3 Digital Marketer Apprenticeship)

Vendor or Professional Qualifications:

- Google Analytics IQ
- CIM Level 3 Award in Digital Fundamentals
- CIW – Data Analytics
- CIW – Social Media Strategist
- Dot Native
- Google Squared

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

To note: if apprentices started their studies prior to the 1st June 2020 but have not yet selected or started their mandated qualifications, then they will select their qualifications from Table 2.

Training, Tutoring and Assessment

You will study towards the 3 modules to which you need to complete before you can be put forward for end point assessment (EPA). You will study towards the 3 modules at college on day release. You must achieve 20% off the job learning before you can be put forward for EPA which will include employer led training.

End Point Assessment

The final, end point assessment is completed in the last few months of the apprenticeship. It is based on a portfolio – produced towards the end of the apprenticeship, containing evidence from real work projects which have been completed during the apprenticeship, usually towards the end, and which, taken together, cover the totality of the standard, and which is assessed as part of the end point assessment a project - giving the apprentice the opportunity to undertake a business-related project over a one-week period away from the day to day workplace an employer reference a structured interview with an assessor - exploring what has been produced in the portfolio and the project as well as looking at how it has been produced.

For more information on the assessment for the Digital Marketer Apprenticeship please see the full assessment plan in the Apprenticeship Standard documentation. We will arrange the End Point Assessment.



Apprentice 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.

Progression Opportunities

Level 4 apprenticeship

More Information

To find out more about the opportunities and financing of apprenticeships and to discuss your particular requirements, please email apprenticeshipsandtraining@sheffcol.ac.uk or call **0114 260 2600** to speak to one of our friendly employer advisors.

Get In Touch

Email

apprenticeshipsandtraining@sheffcol.ac.uk

Call

0114 260 2600

Twitter

@sheffcol

Facebook

facebook.com/thesheffieldcollege

LinkedIn

linkedin.com/company/the-sheffield-college



Why choose The Sheffield College?

As one of the region's largest providers of apprenticeships, The Sheffield College is more than just your local provider; we deliver the dedicated support you need to source, train and get the best out of your apprentice.

We appreciate how difficult and time consuming it can be to recruit suitable staff. That's why we will source, shortlist and prepare candidates before you meet them.

We help you get the best deal by finding the right funding and we handle the paperwork to make the process of arranging an apprenticeship training programme as smooth as possible. Our employer partnership team, apprenticeship tutors and assessment staff are experts, and we invest time and money in training and upskilling them regularly so their knowledge is up-to-date and industry standard.

At The Sheffield College we go above and beyond; we know that every business is different and we help to develop apprentices who will meet the needs of your business.