DIGITAL MARKETER
LEVEL 3 QUALIFICATION
APPRENTICESHIP

Overview

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.

Professional Recognition

This apprenticeship is recognised for entry on to the Register of IT Technicians.

Completion of the apprenticeship would also allow access to join as an Affiliate (Professional) member of the CIM (Chartered Institute of Marketing)

Progression and career path:

Progression into a further apprenticeship or management/supervisor roles.

Delivery Timetable
Nationwide through Employer/Mentor/Tutor support, E-portfolio, and face to face

Duration
Typically, 12 - 18 months

Entry Requirements
English and Maths at a Level 2 or equivalent, good interest in IT. All applicants need to complete a pre-task, attend a sign-up interview and undertake an initial English and Maths assessment.

www.footballfamily.org.uk

Course content.
What Will I Learn ?

- Technical Competencies: Written communication, research, technologies, data, customer service, problem-solving, analysis, implementation, 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, use digital tools effectively, digital analytics, interprets and follows, latest developments in digital media technologies and trends marketing briefs and plans company defined 'customer standards' or industry practice for a marketing company, team or client approaches to continuous integration, can operate effectively in their businesses, their customers and industry's environment.

- Technical knowledge and understanding: principles of coding, basic marketing principles, the customer lifecycle, customer relationship marketing, how teams work effectively to deliver digital marketing campaigns and can deliver accordingly, digital and social media strategies, search marketing, search engine optimisation, email marketing, web analytics and metrics, mobile apps, pay per click, major digital and social media platforms, business environment and business issues related to digital marketing and customer needs, digital etiquette, digital platforms integrate into the working environment, understands and follows and require 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.