

Apprentice Academy Training Sessions

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Basics of Digital Marketing

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Principles of Marketing

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Excel for Analytics, Dashboards & Data Analysis

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Google IQ Analytics

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Digital Marketing Strategies

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Introduction to Dot Native

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Digital Marketer Apprenticeship

Level 3



PROFESSIONAL
APPRENTICESHIPS

0117 422 4000

info@professionalapprenticeships.co.uk

www.professionalapprenticeships.co.uk

DIGITAL MARKETER APPRENTICESHIP STANDARD - LEVEL 3

Eligibility

- Must be passionate about digital marketing
- Must be a minimum of 16 years old
- Must hold 5 GCSE's graded A* to C or 9-5 equivalent
- Must have been a resident in the EU for 3 years

Apprentices will complete the following during this apprenticeship

- A portfolio to showcase the digital marketing content created (See overleaf)
- Google's Digital Garage certificate
- Dot Native certificate (Industry recognised qualification)
- Principles of Coding (See overleaf)
- Work-based Project (See overleaf)
- End Point Assessment (EPA) (See overleaf)

What is involved in this apprenticeship?

- 15 month apprenticeship
- 1 day per month delivery in the training academy (month 15 will be EPA)
- Regular employer engagement & updates on progression
- Reviews every 10 weeks between employer, apprentice & Professional Apprenticeships

Expected from the Apprentice and the Employer

Apprentice

- Attend all academy training days
- Ensure 20% of their time every week is working on activities/tasks towards qualification
- Commitment & motivation
- Regular reviews with employer & Professional Apprenticeships
- Take responsibility for their own learning & development

Employer

- Support your apprentice's development
- Allow apprentices to attend training days
- Ensure a minimum of 20% of your apprentices time is spent learning, shadowing & working towards their qualification
- Regular reviews with your apprentice & Professional Apprenticeships
- Allow your apprentice to work on a wide range of digital marketing tasks

We are living in the digital age and more people than ever are opting for creative and technological careers. Digital Marketing is an apprenticeship that is attracting these creative, tech savvy people to study how to define, design, build and implement digital campaigns across a variety of online and social media platforms.

The primary role of such apprentices is to bring in new customers, engage with existing customers and retain those customers. This apprenticeship typically attracts applications from people who have studied; media studies, computing, photography, graphic design, business studies and film amongst others.

What will be in the Portfolio?

The portfolio gives the opportunity for apprentices to document not only how they have developed their marketing skills during their apprenticeship but also how these skills have made a positive improvement in their organisation.

What is Dot Native?

Recognised qualification in the world of marketing. Each course will include master classes, tutor led videos, drag & drop activities, infographics, multiple choice questions and lots more.

Here are some of the many bitesize courses included in Dot Native

- Customer Relationship Management (CRM)
- Social Media
- Search Engine Marketing
- Content Marketing
- Brand Awareness



What is Principles of Coding?

A successful Digital Marketer will be expected to understand, use and review basic code that enables web to work. This qualification empowers the successful apprentice with an appreciation of the technologies that enable websites and online platforms to operate and understand the means by which websites are created.

What is involved in the Work-Based Project?

The Work-Based Project is a real-life based scenario which gives apprentices the opportunity to demonstrate their learning & also their industry knowledge.

End Point Assessment

The End Point Assessment gives the apprentice an opportunity to demonstrate their knowledge & learning to an independent assessor to complete their apprenticeship.