

DIGITAL MARKETER APPRENTICESHIP STANDARD

Standard Code ST0122
Course Level 3
Day Release
Location: Lincoln
Funding Level £11000
Duration 18mths including EPA

Course Description

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.

Off the Job Training

A key requirement of an Apprenticeship is Off-the-job training. This must make up at least 20% of the apprentice's contracted hours, over the total duration of the apprentice's planned training period. Off-the-job training must be directly relevant to the apprenticeship standard and must take place within the apprentice's normal working hours.

The new learning must be documented and reflected on through the Learner Journal on their e-portfolio (OneFile).

Entry Requirements

The Apprentice will need to be in a relevant role and show a willingness to undertake the knowledge, skills and behaviours required. The apprentice will need to demonstrate a passion for digital and social media. They will also need to have Level 2 Maths and English (GCSE at Grade 4/C or above or equivalent) or be prepared to attend a block study period for Maths and English if this is required.

Apprentices may be required to attend an interview and undertake relevant skills assessments.

Once they have been accepted on to the programme all apprentices will be required to attend a Lincoln College Induction. Apprentices will require access to a tablet/computer to access their e-portfolio (OneFile).

Knowledge, Skills and Behaviours

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, email 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 businesses, 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.

Assessment

Assessment is done through a combination of practical tasks, written assignments, oral discussions and online tests throughout the programme.

- One to one support from a dedicated, professional assessor/instructor allocated to the learner for the duration of the programme.
- Work based assignments and projects to be completed in an e-portfolio (OneFile).
- Case studies and in College course days as and when required for each learner
- Job shadowing and mentoring, cross training in other departments.
- Employer led in-house training.
- Independent learning and research as directed by the assessor, relevant to the area of study.
- Review of progress every 4-10 weeks with the Apprentice, Manager and Assessor, evaluating and contributing to what has been learnt and what the next steps to take are.

End Point Assessment

There will be an End Point Assessment (EPA) as the final stage of an Apprenticeship. The Apprentice must demonstrate their learning to an independent end point assessor and the overall grade available is distinction, pass or fail.

Summative Portfolio

Provides evidence against the totality of the standard, based on the application of knowledge, competence and behaviours to real work projects in the work environment

Synoptic Project

Provides evidence against a selected set of knowledge, competencies and behaviours against a pre-defined project undertaken in a controlled environment.

Interview

Provides an opportunity for further evidence to be gathered and/or evidence to be explored in more detail against any of the knowledge, competence or behaviours.

Employer Reference

Provides the employer's perspective on how the apprentice has performed in the workplace and how they have applied their knowledge, competencies and behaviours in work projects.

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.

Knowledge Modules	Vendor or Professional Qualifications
Knowledge Module 1: Principles of Coding (for level 3 Digital Marketer Apprenticeship)	MTA HTML 5 Application Development Fundamentals (98-375) CIW – Site Development Associate
Knowledge Module 2: Marketing Principles (for Level 3 Digital Marketer)	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)	Google Analytics IQ CIM Level 3 Award in Digital Fundamentals CIW – Data Analytics CIW – Social Media Strategist Dot Native Google Squared

Progression

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.

Fees

As an Apprentice, you will pay no course fees. However, your employer may have to pay towards your training as well as providing you with a wage. All Apprentices must receive a minimum wage of £4.15 per hour within their first year of training from their employer, although they can, and often do, pay more. In the second and subsequent years of an Apprenticeship programme, the national minimum wage for your age would apply.

If you are an employer and want to find out more information regarding employer contributions and any further costs related to the Apprenticeship programme, please contact our dedicated Apprenticeship team at employers@lincolncollege.ac.uk

Business Benefits

Employers have designed the Apprenticeship Standards to meet the needs of the sector and industry. Ensuring they include:

- Relevant Knowledge, skills and behaviours ensure that the Standard is relevant to the occupation.
- Widening participation Apprenticeship standards provide opportunities to employees that may not previously have been available.
- Development tools A cost effective way to train your employees to undertake specific roles in your business.
- Return on Investment On average, an apprentice who has completed their course will increase business productivity by £214 per week (CEBR, 2015).