

Digital Marketer Level 3

Apprenticeship Standard

THE ROLE: To use online and social media platforms to design, build and implement campaigns and drive customer acquisition, customer engagement and customer retention.

Apprenticeship overview

This apprenticeship covers a range of knowledge and skills in the use of digital technology in marketing. Traditional marketing skills enhance the digital components of the programme.

Apprentices will learn the principles of coding, application of basic marketing techniques and managing customer relations. They will also gain the skills required to effectively deliver digital marketing campaigns and implement digital and social marketing strategies.

This programme will help your employee to understand the business environment and resolve business issues whilst managing customer needs. They will learn web analytics, pay-per-click and search engine optimisation which form part of the essential technical knowledge gained on this apprenticeship.

Various qualifications can also be studied alongside the apprenticeship, such as Google Squared or the Chartered Institute of Marketing Award in Digital Marketing Techniques. Principles of coding and HTML 5 development are also key elements of the programme.



ENTRY REQUIREMENTS

English and maths grade 4.

ASSESSMENT

Over the course of the apprenticeship, apprentices will be assessed using witness testimonies, project work, written reports and assessment, reviews and online portfolio.

The final end-point assessment completes the apprenticeship with a professional discussion and project.

Why choose Kirklees College?

We are one of the region's largest established apprenticeship providers with over 1,000 apprentices in approximately 1,000 businesses. Our Apprenticeship Recruitment Team will help you find your ideal candidate. The college has a proven track record of a high number of apprentices being offered permanent positions at the end of their training programme.

An apprenticeship offers employees an opportunity to enhance their skills and gain knowledge whilst undertaking training. This is cost effective for the employer as it helps to lower recruitment costs, increases productivity and supports future growth.

Studying for an apprenticeship can help to motivate individuals and create a satisfied workforce which helps businesses to compete in the modern marketplace. Kirklees College will help you recruit the right apprentice who will bring enthusiasm and new ideas to the business ending in loyal post completion.

What are the benefits of apprenticeships?

Employer benefits include:

- Apprenticeships are a tried and tested way to recruit new staff or retrain and upskill existing staff
- Apprenticeships are a great way to attract enthusiastic talent with fresh ideas
- Funding – potentially up to 100% funding and incentives could be available to support apprenticeships
- Apprenticeships can help you tackle skills shortages and provide skilled workers to futureproof a business
- Apprenticeships offer excellent staff development routes for your existing workforce by progressing them to a higher-level role
- Learning can be done in your workplace to minimise disruption and maximise impact
- A flexible training option – apprenticeships give you the power to tailor the training your apprentices receive and to play an active role in ensuring the skills they acquire complement your existing workforce and business needs.
- Reduce staff turnover by increasing employee satisfaction and loyalty
- Apprentices are eager, motivated and loyal to the company that invests in them and can boost productivity in a cost-effective way

Recruitment

Our dedicated Apprenticeship Recruitment Team will work with you from the start to the end of the recruitment process. They are here to make sure the process is as simple and smooth as possible.

They can:

- Advertise and promote your vacancy
- Screen and select suitable candidates for interviews
- Arrange and co-ordinate interviews
- Enrol – leave all the paperwork to us
- Assign a dedicated Trainer/Assessor for the duration of the apprenticeship



Contact our dedicated team

Tell us what your needs are and we'll find the right solution for you. We can discuss costs and how to make use of any funding available.

Contact the Employer Engagement Team on 0800 781 3020.