

Digital Marketer Level 3 Apprenticeship

L3



About the course:

As a Digital Marketer Apprentice, you will be involved in the development and implementation of marketing campaigns. You will learn about the development & implementation of digital campaigns across a variety of online and social media platforms. You also learn about targeting & engaging audiences using different marketing methods.

Entry requirements:

- An apprenticeship vacancy in your chosen area.
- You will have an interview.
- These will be set by your employer, but typically include 4 GCSEs at grade 4 (C) or above, plus a minimum grade 3 (D) in English & maths.
- Experience of, or an interest in, Digital Marketing.
- You must pass an initial assessment in English, maths & ICT.

Length of course & time commitment per week:

This Level 3 Apprenticeship will take 12-18 months to complete.

What you will do:

You will learn how to target and engage your audience using both digital and traditional marketing methods. You will cover the principles of Marketing, plus gain experience in a variety of online and digital platforms. You will learn to create posts, to put campaigns together, to investigate campaign performance through analytics and learn basic coding.

Mandatory Training qualifications we will deliver:

- Maths Functional Skills Level 2
- English Functional Skills Level 2

Typical apprentices will achieve the Google Analytics qualification to replace one of the knowledge unit exams.

Training including 20% off the job

All apprenticeships take part in off-the-job training both in the workplace and in College and this accounts for at least 20% of the apprentice's employed time. Any training delivered at day release in College is included in the 20%. Maths and English work is not part of off the job training.

Assessment:

After completion of training, apprentices will be assessed by an End Point Assessment, which consists of a portfolio of evidence collected throughout the training, exams for each of the knowledge modules taken, a synoptic project, employer reference and an interview with an End Point Assessor.

Your future:

After your apprenticeship, you can study a course at college or university, such as a Higher Apprenticeship. Alternatively, you can use the skills and experience you have gained to progress further in your career.

Earn while you learn:

Whilst on the apprenticeship, 16-18 year olds will earn a minimum of £3.70 per hour, however some employers pay significantly more. Those aged over 19 will also earn a minimum of £3.70 per hour in the first year of their apprenticeship. Anyone aged over 19 who is not in the first year of their apprenticeship will be entitled to the National Minimum Wage (NMW) appropriate to their age.

Whatever your age, this wage applies to time working and time spent training in College.

Any extra costs:

For people aged 16-18 the training is FREE to both the young person and employer. We can support employees' aged 19+ on apprenticeships. However, some charges for the training are likely to apply to your employer.

Additional Training:

All Apprentices take part in a one-day Customer service course - 'WorldHost'. This one-day course is designed to give you the skills and knowledge to deliver excellent customer service. The course covers a range of areas including:

- The role of all staff in delivering outstanding customer care
- Giving positive first impressions
- Communication and listening skills to create excellent rapport with customers
- Generating revenue for the business through customer service excellence
- 'Going the extra mile'



We promote vacancies all year round. To find our vacancies see the Jobs Board at www.shingley.ac.uk/apprentices

How to Apply:

To apply, or for more information, please contact our Apprenticeship Team on 01274 327390

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Please note Shingley College reserves the right to amend course content and courses offered