



DIGITAL MARKETER

Level	3
Duration	18 months
Job Examples	Digital Marketing Assistant/ Executive, Campaign Executive, Social Media Executive, Content Co-ordinator, Email Marketing Assistant, SEO Executive, Analytics Executive, Digital Marketing Technologist

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.

THE PROGRAMME

On programme

- Knowledge Module 1,2 and 3: Principles of Coding, Marketing Principles and Digital Marketing Business Principle
- Vendor Qualification: Google Analytics
- The apprentice must develop a range of behaviours: - logical and creative thinking skills - a thorough and organised approach - analytical and problem-solving skills - ability to work with a range of internal and external people - ability to work independently and to take responsibility - ability to communicate effectively in a variety of situations - use of initiative - maintain productive, professional and secure working environments

Commitment from the Employer and Staff:

During the Apprenticeship programme, 20% of the contracted working hours will be spent on learning and developing the required Knowledge, Skills and Behaviours. This development time will include learning new relevant tasks within their role, embedding the knowledge within their role, practical workplace training, spending development time with their Line Manager, attending online/face-to-face courses and time writing assignments/assessments including directed self-study hours: evidencing the application knowledge within their working day, independent study and research, shadowing colleagues and mentoring and technical training.

Qualification and Professional membership

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

Gateway

- Professional Qualification
- Apprentices without Level 2 English and mathematics will need to achieve this level prior to taking their EPA.
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LONDON
SOUTH EAST
COLLEGES



End point assessment

- Summative portfolio
- Synoptic project
- Employer reference
- Interview

DELIVERY

Induction

One day induction to Apprenticeship programme, meeting with a Skills Coach and Delivery Plan agreed.

In college

One workshop session a month for the duration of Programme.

Online

Supporting material throughout, including Mindful our virtual platform and access to smart assessor (e-portfolio)

Assessment

On programme assessments every 6-8 weeks, including progress reviews every 8-10 weeks.

KNOWLEDGE/ SKILLS/BEHAVIOURS

Knowledge

- 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

Skills

- Logical and creative thinking skills
- Analytical and problem solving skills
- Can use own initiative

Behaviours

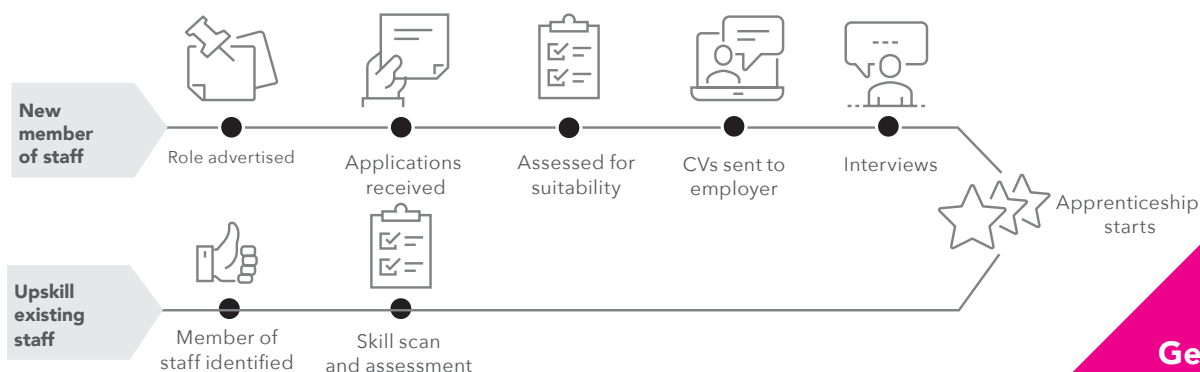
- Ability to work independently and to take responsibility
- Ability to work with a range of internal and external people
- Ability to communicate effectively in a variety of situations

ENTRY REQUIREMENTS

Maths and English GCSE Grades 9 - 4; A* - D; Functional Skills Level 2 or initial assessment results at Level 1

CAREER PROGRESSION

Digital marketer integrated Degree Apprenticeship



General Enquiries:
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