

Digital Marketer Apprenticeship Standard

This apprenticeship Standard is designed to recruit and train people to co-ordinate monitor and analyse online and social media activities and campaigns and to plan, implement and apply a range of strategies and tactics to engage, retain and help convert contacts into leads, helping to drive customer acquisition, customer engagement and customer retention.

Delivery model and duration:

Delivery will be remote with 1-2-1 tuition

Duration: Up to 24 months

Ideal for:

Digital Marketing Assistant
Social Media Executive
SEO/Analytics Executive
Email Marketing Assistant

The apprenticeship will cover the following core areas:

Implementing software testing procedure
Coding
Marketing principles
Customer lifecycle
Customer relationship marketing
Social media strategy
E-mail marketing
Analytics, metrics, mobile apps and Pay-Per-Click

Qualification

BCS Certificate in Principles of Coding Level 3
Google IQ Analytics

Benefits for learners:

Gain a professional marketing qualification whilst you gain hands on marketing experience
On completion you will be able to join the CIM as an Affiliate Member and gain Associate membership of BCS
Develop your digital marketing capabilities across a range of digital marketing functions
Enhance your ability to strategically plan and execute digital marketing campaigns

Apply now at www.gloscol.ac.uk or call 0345 155 2020

End Point Assessment:

The End Point Assessment will test the entire Standard, and be undertaken as follows:

- Summative Portfolio of Evidence
- Synoptic Project
- Interview
- Employer Reference

Components:

English and maths Functional Skills L2

Entry Requirements

GCSE in English and Maths grades 9 - 4 or A* - C .

What's Next

Upon completion, apprentices can register to join as an Associate membership of BCS

Completers may way to progress to: BA Marketing

Your Options

	Start Date	End Date	Course Level
Digital Marketer Apprenticeship Standard (Part Time)			
Online	TBC	TBC	3

