For new or existing staff

Digital Marketer
Apprenticeship Level 3

Delivered by Gloucestershire College

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:

Training will be delivered remotely via 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

Benefits to business:

- Attract new talent
- Develop the digital skills your business needs
- Improve reach, engagement and lead generation through digital channels
- Create a social media strategy to promote the business and engage with a wide audience

Qualification:

BCS Certificate in Principles of Coding Level 3
BCS Certificate in Principles of Marketing
Google IQ Analytics
Upon completion, apprentices can register to join as an Associate membership of BCS

» **Completers may want to progress to** BA Marketing

Entry Criteria:

- 5 GCSEs A*-C (9-4) including English, maths and a technology subject

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

acc **ASSOCIATION OF COLLEGES** BEACON AWARDS

Why work with Gloucestershire College

We will work in partnership with you to help you achieve your business objectives by providing exceptional apprenticeship programmes, a comprehensive range of staff training and skills development courses and access to an unrivalled resource of motivated and work ready employees.

📞 **01452 563400**
✉ **business.hub@gloscol.ac.uk**
🌐 **www.gloscol.ac.uk/apprenticeships**

GC **gloucestershire college**

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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 Level 2

Unit	Overview
Appreciation of Logic	Recognise basic coding constructs. Recognise key algorithms. Understand the role of modularity. Understand the role and purpose of exception handling. Recognise different approaches to testing.
Key Software Infrastructure and Problem Solving Techniques	Demonstrate an understanding of Web serving concepts. Explain Web clients. Summarise how Search Engines work. Illustrate the appropriate use of problem solving techniques and approaches. Demonstrate how advice and guidance should be given to business customers.
Programming Languages	Identify the key characteristics of the following Languages: • HyperText Markup Language (HTML) • Cascading Style Sheets (CSS) • XML • Asynchronous JavaScript and XML (AJAX) • Structured Query Language (SQL) • PHP • Other Languages
Interaction and Compatibility of Code on Different Platforms	Demonstrate an understanding of the following fundamentals of page Interactions: • Hyperlinks • Static vs. dynamic web content • Local (cookies) and session data storage • Create and modify static and dynamic content SEO • Markup for Web Crawlers
Website Vulnerabilities	Explain how an attack using one of the following approaches could impact a digital project, a live or test environment; • SQL injection • Clickjacking • Session hijacking • Cross-site scripting (XSS) • Denial of Service attack • Demonstrate key tools that could be used to make websites more secure and manage business continuity.
The Digital Landscape	• Understand the opportunities and challenges presented through the disruptive digital environment • Assess the impact and influence of the dynamic digital environment
Digital Toolkit	• Know how key digital tools can support and enhance marketing • Understand the relevance of digital platforms and channels in context
Digital in Action	• Develop digital activities to support and enhance multichannel marketing • Apply the key principles involved in monitoring and measuring digital marketing effectiveness

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