

# DIGITAL MARKETER

## LEVEL 3

The main 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, engagement and retention. The role 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 role would normally report to the Digital Marketing manager, Marketing Manager or IT Manager.

### DURATION

Typically 12 months.

### MANDATORY QUALIFICATIONS

Level 2 English and maths will need to be achieved, if not already, prior to taking the end point assessment.

### WHAT DOES THE QUALIFICATION COVER?

A Digital Marketer will have knowledge of, be able to understand and apply in practice the following areas of learning:

- Written communication
- Research methods (digital)
- Technologies
- Data and analysis
- Customer service
- Problem solving
- Using digital tools effectively
- Interpretation of digital media technologies and trends, marketing plans, industry standards
- Operating effectively in business or clients environments
- Understanding of marketing principles, customer lifecycle, the role of customer relationships
- Understanding of principles of coding, digital and social media strategies, digital etiquette.
- Security across digital and social media platforms
- Behaviours including logical / creative thinking, analytical problem solving, works independently, takes responsibility and uses own initiative, thorough and organised, work with and communicate effectively with internal and external people, good communicator.

### HOW WILL IT BE DELIVERED?

The apprenticeship can be delivered in a classroom setting to a cohort of learners or on an individual 1-1 basis to meet the needs of the employer and learner. Our blended learning approach supports the inclusion of additional elements of learning relevant to the individual's job role and specific employer requirements

Training will be delivered in line with the agreed Commitment Statement and will include:

- A robust initial assessment covering English and maths.
- Monthly 1-1 meetings between the apprentice and the trainer
- Tri-partite meetings every 12 weeks between the employer, learner and trainer to review progress and review the 'off the job' training elements.



- Learner progress is recorded via our e-learning platform, which gives access to a broad range of online courses and materials.
- The employer can access the learners e-portfolio using their own log in to check on progress.

Once the learner has completed the appropriate functional skills and the employer, learner and trainer agree that the apprentice has reached the required standard in their knowledge, skills and experience, the learner will be put forward for their EPA.

### END POINT ASSESSMENT

The end-point assessment is designed to enable apprentices to demonstrate that they are fully conversant in the skills, knowledge and behaviours expected of individuals at this level. It is designed to provide the independent assessor with a holistic view of the apprentice, and allow them to assess to what extent the apprentice meets or exceeds the apprenticeship standard.

The end-point assessment will consist of:

- A portfolio
- A project
- An employer reference
- A structured interview with an Assessor

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