



# DIGITAL MARKETER

## Level 3, Apprenticeship Standard

### ELIGIBILITY/ENTRY REQUIREMENTS

- Aged 16+ years.
- Passionate about a career in Digital Marketing.
- Ideally GCSE grade 4-9 in English and Maths.

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, within which they will have responsibility for elements of the overall marketing plan or campaign, working to defined marketing briefs and instructions.

Our Digital Marketer apprenticeship develops knowledge and competence in the principles of marketing, digital marketing and coding. It is assessed through work-based tasks which are developed into an overall portfolio of evidence.

### APPRENTICESHIP REQUIREMENTS

To be able to define, design, build and implement digital marketing campaigns across a range of platforms.



## TYPICAL JOB ROLES IN THIS AREA INCLUDE:

Digital Marketing Assistant, Digital Marketing Coordinator, Social Media Executive, Email Marketing Assistant, Content Coordinator.

## PROGRESSION ROUTE:



The Digital Marketer role may be a gateway to further career opportunities, such as Digital Marketing Manager, Senior Marketing Manager or Campaign Manager.

### KEY FACTS:

<b>Delivery location</b>	Stretford Campus.
<b>Typical duration</b>	14-18 months.
<b>Study mode/frequency</b>	A blend of remote study via our virtual learning environment and dedicated tutor support through monthly communication/webinars and quarterly visits.
<b>Apprenticeship Standard</b>	Upon completion the apprentice will receive: <ul style="list-style-type: none"><li>• Digital Marketer Level 3 qualification</li><li>• Chartered Institute of Marketing (CIM) Level 4 Award in Digital Marketing</li></ul>
<b>Knowledge and skills</b>	<ul style="list-style-type: none"><li>• Principles of coding</li><li>• Marketing Principles</li><li>• Digital Marketing Business Principles</li></ul>
<b>Competency/skills or behaviours</b>	<ul style="list-style-type: none"><li>• Communication, creativity, research, technology, customer service, problem solving and analysis</li><li>• Demonstrate full range of skills to fulfil the Digital Marketer job role</li><li>• Work as part of a professional team</li></ul>
<b>Functional Skills</b>	Functional Skills will be required for English and Maths at level 2 if you have not already attained an equivalent qualification.
<b>Assessment</b>	The programme is assessed via online tests and the development of a portfolio of work-based assignments, culminating in an End Point Assessment process. A final synoptic project brings together all that has been learned on the programme into a real-life digital marketing campaign.

For further information contact START on **0161 886 7461** or email [start@tcg.ac.uk](mailto:start@tcg.ac.uk)  
Stockport, Trafford, Apprenticeship, Recruitment Team