

DIGITAL MARKETER

This training programme has been designed for those working in the business and management sector. Individuals 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 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.

Is this training programme for your business?

This programme is ideal for new and talented employees who want to learn and progress, or for your existing employees who are looking to retrain or upskill. It is ideal for those looking to develop their skills within the industry.

The programme in brief

- Level 3
- Duration - 14 months
- Blended approach to delivery which could include webinars, face-to-face, Skype, telephone and online learning
- Development of the learner's knowledge, skills and behaviour relevant to the job role
- Level 1 and 2 Functional Skills where appropriate
- End-Point Assessment



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The learner journey

1. 14 months on-programme – This is when the individual will learn the skills, knowledge and behaviours which will support them for their End-Point Assessment. The learner could partake in a combination of activities, such as classroom-based sessions, mentoring, shadowing, bespoke resources and off-site visits in order to support their learning and development. You will be required to spend at least six hours a week on off-the-job training in order to meet the course requirements.

2. Gateway – After the 14 months teaching and learning, you, your training provider and the learner will review the learners journey and decide whether it is the right time for the on-programme assessment.

3. End-Point Assessment – This is when your learner will need to demonstrate they have learnt the required knowledge, skills and behaviours, through an on demand knowledge test, a professional discussion, practical observation and business project.

How your employees will learn

We want to help your employees get the most from their training programme. Therefore we will provide them with the support and guidance they need through a mixture of face-to-face and online learning. Learners will have a dedicated Vocational Skills Coach who is there to guide them through their training programme. As well as their Vocational Skills Coach, learners have unlimited access to learning and support materials online. All of this will help the learners to meet the standards set, resulting in them becoming competent and fully qualified.

We will facilitate the delivery of the learners End-Point Assessment through an approved Assessment Organisation registered on the Register of Apprentice Assessment Organisations.

Take a look at our full [Apprenticeship Offer](#)

What your employees will learn

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; understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly; understands the main components of digital and social media strategies; understands the principles of all of the following specialist areas: search marketing, search engine optimisation, email marketing, web analytics and metrics, mobile apps and pay-per-click, and understands how these can work together.

Skills:

Written communication: applies a good level of written communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication; research: analyses and contributes information on the digital environment to inform short and long-term digital communications strategies and campaigns; technologies: recommends and applies effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives; data: reviews, monitors and analyses online activity and provides recommendations and insights to others.

Behaviours:

Logical and creative thinking skills; analytical and problem solving skills; ability to work independently and to take responsibility; can use own initiative; a thorough and organised approach; ability to work with a range of internal and external people; ability to communicate effectively in a variety of situations; maintain productive, professional and secure working environment.

For more information visit: [Institute of Apprenticeships](#)