



# Digital Marketer

Level 3 Apprenticeship



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# Digital Marketer Level 3 Apprenticeship

**Use online and social media platforms to design, build and implement campaigns and drive customer sales.**

## Summary

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, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. The marketer will work to marketing briefs and instructions. They will normally report to a digital marketing manager, a marketing manager or an IT Manager.

## Typical job titles include:

- Digital Marketing Assistant
- Campaign Executive
- Email Marketing Assistant
- Digital Marketing Technologist
- Digital Marketing Executive
- Social Media Executive
- SEO Executive
- Digital Marketing Co-ordinator
- Content Co-ordinator
- Analytics Executive



## Digital Marketer Level 3 Apprenticeship

### Role requirements

The learner must have the knowledge to be able to carry out (as a minimum) the list below::

- Help develop and implement digital communications strategies and campaigns
- Use a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives
- Respond efficiently to enquiries using online and social media platforms
- Understand and create basic analytical dashboards using appropriate digital tools
- Carry out at least two specialist areas of digital marketing e.g. search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click
- Understand and manage digital analytics, measuring and evaluating the success of digital marketing activities
- Understand and Interpret:
  - latest developments in digital media technologies and trends
  - marketing briefs and plans
  - company defined 'customer standards' or industry good practice for marketing
  - company, team or client approaches to continuous integration

### Employer commitment

An employer must be prepared to provide the learner with the opportunity to carry out work and be part of projects which will enable the learner to produce substantial evidence towards their qualification.

In order to ensure the successful progression of the learner we request that employers participate in joint reviews of the learner's progress at regular intervals throughout the apprenticeship. This ensures continued and positive progress through the apprenticeship.

It will also provide the opportunity to discuss and agree how any issues are to be resolved and how additional stretching and challenging activities can be built in.

### Eligibility

Learner must hold Level 2 qualifications, which could include: Grade A-C GCSE's, a level 2 apprenticeship or other relevant qualifications. Must have a minimum of 12 months' experience with the role or similar. Maths and English qualifications must be held; minimum accepted levels include: Grade D GCSE or Level 1 Functional Skills.



## Digital Marketer Level 3 Apprenticeship

### Knowledge modules

**Module 1:** Principles of Coding

**Module 2:** Marketing Principles

**Module 3:** Digital Marketing Business Principle

### Vendor Qualifications

Within this apprenticeship, learners must achieve a minimum of one internationally recognised vendor or professional qualification. The vendor qualifications directly cross reference against the Ofqual-regulated knowledge modules and as such, the completion of a vendor qualification then exempts the learner from the corresponding knowledge module.

### Duration

The duration of this apprenticeship is 16 months. Please note the last 3 months of the apprenticeship are allocated for the end point assessment.

### Independent End Point Assessment

In order to pass the apprenticeship, the learner needs to successfully pass the End Point Assessment. This assessment is made up of a number of stages:

- A portfolio – this is a collection of evidence from real work projects
- A project – undertaken within a controlled environment (away from the day to day workplace) over the period of one-week
- An employer reference – this is usually carried out via a face to face or skype call with an assessor from the end point assessment body
- A learner interview – this is carried out via a face to face or skype call with an assessor from the end point assessment body, where questioning will be carried out around the contents of the portfolio and the project

The assessor from the end point assessment body will then decide whether to award successful apprentices with a pass, a merit or a distinction.

### Professional Recognition

This apprenticeship is recognised for entry on to the Register of IT Technicians and those completing their apprenticeships are eligible to apply for registration.

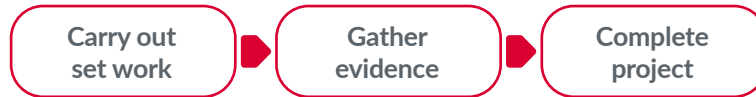
Completion of the apprenticeship would also allow access to join as an Affiliate (Professional) member of the CIM (Chartered Institute of Marketing) and/or Associate membership of BCS.



### On programme Assessment

#### Apprentice

Carries out work as defined by their employer, selects evidence from their portfolio from work carried out toward the end of their apprenticeship, and passes the tests for underpinning knowledge and understanding.



#### Employer

Creates opportunities for the apprentice to carry out work and produce outcomes; confirms that apprentice is ready for end point assessment

#### Training Provider

Maps and assesses work against the Standard, helps apprentice select evidence for their summative portfolio, confirms readiness for end point assessment

#### Ofqual regulated assessment organisations

Set and assess the regulated knowledge module(s)

### End Point Assessment

#### Apprentice

Submits portfolio, completes synoptic project and attends interview

#### Employer

Completes a reference



#### Independent Assessor

Assesses the apprentice on the basis of synoptic project, summative portfolio, employer reference and the interview

#### Independent Assessor

Grades the apprentice, following the interview

#### Internal Verification and Moderation

Ensures the consistency of assessment and grading within the Assessment Organisation

#### Independent Moderation

Ensures the consistency of assessment and grading across different Assessment Organisations

#### Threshold

Apprentice deemed to be ready for end point assessment



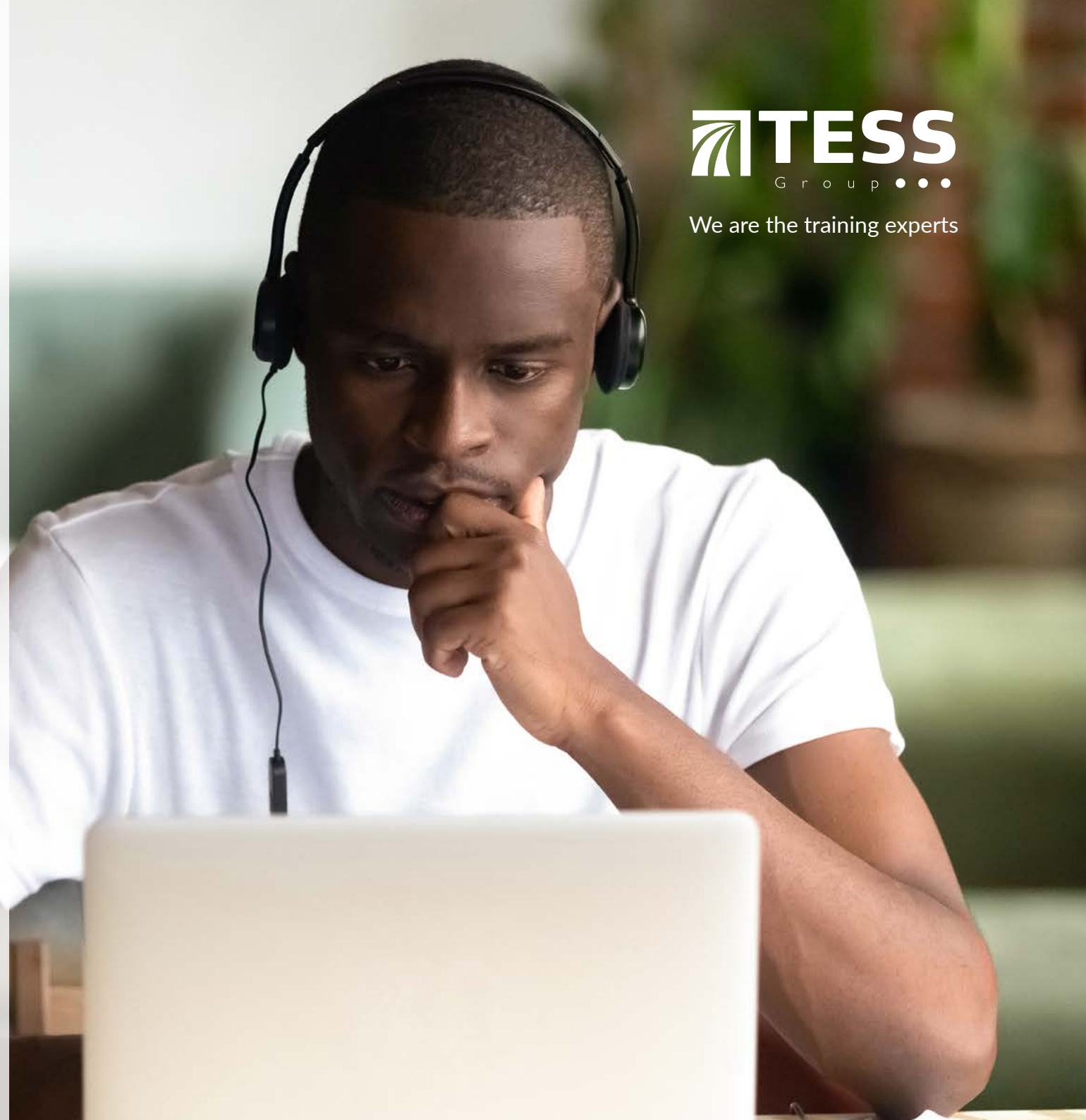
## Why Choose TESS?

- 2017 Ofsted Visit gave us a Good rating.
- Investors in People rated us Gold
- Won Apprenticeship Provider of the Year 2016 at the Apprenticeships4England Awards.
- We stand out from the industry as being a Learning & Development Provider with an MD that is CIPD qualified so the focus is definitely on learning!
- Learner & Employer Portal which shows real-time course progress plus allows learners to work on outstanding actions and attend E-learning sessions
- Reporting & Communication - the business has a dedicated Account Manager who is there to help with any queries. We also provide customised 24/7 live reporting to keep you up to speed with value from the apprenticeships.
- Tailored Marketing - we offer bespoke brochures and an online portal where interested learners can find out more about the qualifications. This marketing would have your business logo and input to it, to make it fit for purpose.
- Diverse Qualifications and training solutions for each person & department

For more information,  
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We are the training experts





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