APPRENTICESHIP STANDARD FOR DIGITAL MARKETER

Role Profile

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

Entry Requirements

Individual employers will set the selection criteria, but this might include GCSEs, A levels, a level 2 apprenticeship or other relevant qualifications, relevant experience and/or an aptitude test with a focus on functional maths. Employers are likely to be looking for a proven passion for digital and social media.

Technical Competencies

- 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
- Customer service: responds efficiently to enquiries using online and social media platforms.
- Problem solving: applies structured techniques to problem solving, and analyses problems and resolves issues across a variety of digital platforms
- Analysis: understands and creates basic analytical dashboards using appropriate digital tools
- Implementation: builds and implements digital campaigns across a variety of digital media platforms
- Applies at least two of the following specialist areas: search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click
- Uses digital tools effectively
- Digital analytics: measures and evaluates the success of digital marketing activities
- Interprets and follows:
  - 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
- Can operate effectively in their own business's, their customers' and the industry's environments

Technical Knowledge and Understanding

- 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, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click and understands how these can work together
- Understands the similarities and differences, including positives and negatives, of all the major digital and social media platforms
- Understands and responds to the business environment and business issues related to digital marketing and customer needs
- Understands and follows digital etiquette

- Understands how digital platforms integrate in to the working environment
- Understands and follows the required security levels necessary to protect data across digital and social media platforms

Underpinning Skills, Attitudes and 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

Qualifications

Apprentices must achieve one internationally recognised vendor or professional qualification, from the right hand column in the table below. This then exempts one of the Ofqual-regulated knowledge modules, as shown in the left hand column.

The knowledge modules are summarised below and further details are available in the occupational brief available from the Tech Partnership at www.thetechpartnership.com/apprenticeship/digitalmarketer

Knowledge Modules	Vendor or Professional Qualifications
Knowledge Module 1: Principles of Coding (for level 3 Digital Marketer Apprenticeship)	MTA HTML 5 CIW – Site Development Associate
Knowledge Module 2: Marketing Principles (for Level 3 Digital Marketer)	Google Squared CIM (CIM level 4 award in Digital Marketing) Dot Native CIW – Internet Business Associate
Knowledge Module 3: Digital Marketing Business Principle (for level 3 Digital Marketer Apprenticeship)	Google Analytics IQ CIM (CIM level 4 award in Digital Marketing) CIW – Data Analytics CIW – Social Media Dot Native Google Squared

Individual employers will select which vendor or professional qualification the apprentice should take.

English and Maths

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

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.

Duration

The duration of this apprenticeship is typically 18 months.

Level

This is a level 3 apprenticeship.

Review Date

This standard will be reviewed in December 2017.