



Digital Marketer Level 3

Seetec
OUTSOURCE



Digital Marketer

Programme overview

Level: 3

Duration: Approximately 15 months
(+ 3 months for end-point assessment)

Who is the programme suited to?

This programme is ideally suited to individuals working within an organisation's marketing function – usually as part of a team – with responsibility for some of the straightforward elements of the overall marketing plan. They will typically work to marketing briefs and instructions.

Learners will develop the specialist knowledge and skills needed to define, design, build and implement digital campaigns across a variety of online and social media platforms in order to drive customer acquisition, engagement and retention. Their activities will help to build an organisation's online presence and support business development and growth.

TYPICAL JOB ROLES

- Digital marketing executive
- Digital marketing coordinator
- Campaign executive
- Social media executive
- Content coordinator
- Email marketing assistant
- SEO executive
- Analytics executive



Key learning outcomes

Knowledge

- Principles of coding
- Basic marketing principles
- Customer lifecycle
- Customer relationship marketing
- Components of digital and social media strategies
- Principles of: search marketing, search engine optimisation, email marketing, web analytics and metrics, mobile apps and pay-per-click
- Similarities and differences between all major digital and social media platforms
- Protecting data across digital and social media platforms
- Digital etiquette

Skills

- Written communication skills for a range of audiences and digital platforms
- Research skills to inform digital communications strategies and platforms
- Recommends and applies appropriate solutions to achieve marketing objectives
- Builds and implements digital campaigns across a variety of digital media platforms
- Reviews, monitors and analyses online activity to provide recommendations
- Responds efficiently to enquiries using online and social media platforms
- Analyses and resolves problems across a variety of digital platforms
- Understands and creates basic analytical dashboards
- Can apply at least two of the following: search marketing, search engine optimisation, email marketing, web analytics and metrics, mobile apps and pay-per-click
- Measures and evaluates the success of digital marketing activities

Behaviours

- Demonstrates logical and creative thinking
- Demonstrates analytical and problem-solving approach
- Works independently and takes responsibility
- Can use own initiative
- Has a thorough and organised approach
- Works effectively with a range of internal and external stakeholders
- Communicates effectively in a variety of situations
- Maintains a productive, professional and secure working environment

Mandatory qualifications:

- Certificate in Principles of Online and Offline Marketing
- Certificate in Principles of Coding
- Google Analytics IQ Qualification

Learner journey

This is an example learner journey and the timeline for completion may vary. The apprenticeship development coach (ADC) and the employer will agree when the learner is ready to be submitted to gateway for end point assessment (EPA).





Programme delivery

Apprentices follow a personalised learning plan tailored to their organisation and role. Supported by an experienced development coach, they undertake a range of 'blended learning' activities that can usually be completed in the workplace.

Blended learning activities could include:

- Facilitated workshops
- E-learning
- 1-2-1 coaching
- Self-directed learning
- Collaborative learning
- Research
- Industry visits
- Work shadowing
- Mentoring
- Assignments

All apprentices need to demonstrate that they have achieved a level 2 or above in English and maths before they can proceed to end-point assessment.

Learners who have not yet achieved a level 2 (or equivalent) in English and maths will be supported by a functional skills tutor to ensure they meet the minimum requirements for certification.

Why Seetec Outsource?

Part of the employee-owned Seetec group, we're one of the UK's leading providers of employment and training. We have more than 35 years' experience helping businesses and individuals to unlock potential through high-quality apprenticeships, skills training and work-based learning programmes across a range of sectors and occupations.

Our approach is consultative and we aim to be partners in our clients' success. We work closely with employers to gain an understanding of organisational objectives and workforce learning and development needs, helping them to select the right training solutions for their business. We then design and deliver programmes tailored to the needs of the organisation and the learners we support, with a focus on ensuring programme outcomes can be evidenced through improved practice in the workplace.

We also bring an energy and positive attitude that stems from our employee-owned status. Every Seetec colleague is encouraged to innovate, strive for excellence and take responsibility for their overall contribution to the business. These are values that we instil throughout our work.

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