DIGITAL MARKETER

LEVEL 3

APPRENTICESHIP STANDARD

HOW LONG DOES IT TAKE?

The expected duration of the programme is

15 months

WHO WILL THIS PROGRAMME BENEFIT?

Anyone in a business who is tasked with the design, build and implementation of digital campaigns across a variety of online and social media platforms to drive customer acquisition, engagement and retention. The knowledge gained will allow delegates to exploit digital technology and create effective digital strategies, ensuring that they are completely up to date with digital trends and best practice.

WHAT DOES THE CONTENT LOOK LIKE?

Topics covered are mapped to the key knowledge, skills and behaviours set out within the Apprenticeship Standard, and will include:

- Digital strategy and planning
- Audience and channel strategy
- Content production
- Social media management
- Search engine optimisation
- Digital commercial strategy
- Coding
- Analytics

WHAT DOES IT INVOLVE?

The programme will be 'built to fit' each client's needs, and will typically involve:

- Monthly workshops with our industry-expert Bauer Academy tutors
- Self-guided learning via our online platform – Apprentix with extensive learning resources mapped to the programme
- Regular assignments that focus on developing hands-on skills
- Monthly and quarterly 1:1 professional coaching visits with an Academy Development Coach

ASSESSMENT AND QUALIFICATION ACHIEVED

A benefit of this programme is that as well as the internationally-recognised Apprenticeship Standard level 3, 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 programme would also allow access to join as an Associate membership of BCS (The Chartered Institute of IT). Additionally, a formal qualification is embedded in to the programme (for example Google Analytics IQ award), and this will be agreed by the employer.

End point assessment involves creation of a portfolio and project, a testimony from each delegate's line manager, brief professional interview and completion of a coding exam (which takes place as part of a bespoke coding workshop).

Delegates will be supported by our expert tutors and coaches every step of the way.