

**Riverside
College**

Widnes & Runcorn

Level 3
Digital Marketer
Apprenticeship



99%
Employer Satisfaction

Level 3

Digital Marketer

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 may 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. Job roles may include: Digital Marketing Assistant, Digital Marketing Executive, Social Media Executive, Content Co-ordinator, Email Marketing Assistant, SEO Executive. You will have weekly face-to-face contact with your college tutor to be fully supported, guided and advised throughout your Apprenticeship.

Entry Criteria

We would expect apprentices to have a minimum of 4 GCSE's Grades 9-4 (A-C) Including Maths and English

Attendance

Apprentices will attend college one day a fortnight during term-time only) at our Kingsway College Campus

Duration

15 months + End Point Assessment

What will I learn?

The Apprenticeship Standards consists of the Level 3 Digital Marketer including:

- **BCS Level 3 Certificate in Marketing Principles**
- **BCS Level 3 Certificate in Principles of Coding**
- **Google Analytics IQ**

Topics within this course can include:

- Building and developing effective digital campaigns across a variety of digital platforms
- Responding effectively to customer enquiries online
- Monitor and analyse online activity
- Develop understanding and practice of Search Engine Optimisation
- Using digital analytics to measure and evaluate the success of digital marketing activities
- Develop HTML 5 Web Site projects

Key words

- Marketing
- Search Engine Optimisation (SEO)
- Social Media
- Marketing Campaigns
- Research and Analysis

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The Apprenticeship Journey

Initial Steps



Make an application

- Via your employer
- Or for a new apprenticeship vacancy

Interview Stage

(N/A for existing employees)

Initial Assessment

Functional Skills
(if required)

Your Apprenticeship



Induction (0-3 months)

- Start with employer
- Enrolment / commence college course
- Understand expectations



On Programme (3– 15months)

- Continue attending college
- Take HTML / knowledge module exams
- Work towards knowledge, skills and behaviours
- Develop portfolio



Gateway (15 months+)

- Achieved level 2 Maths/ English
- Pass HTML and knowledge module exams

Your End Point Assessment



End Point Assessment (15 months+)

- Graded Distinction, Merit, Pass or Fail

Assessment Type

A Portfolio

Project

Structured Interview

Employer reference

How To Contact Us



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