



# LEVEL 3 DIGITAL MARKETER

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**NLTG**  
NORTH LANCs TRAINING GROUP


# The Role

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 include; 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.



**Title**  
Digital Marketer



**Level**  
3



**Duration**  
18 months

# The Content

Digital Marketers will be taught a range of:

## Technical Competencies

- Written communication
- Research
- Technologies
- Data
- Customer service
- Problem solving
- Analysis
- Implementation
- Search marketing, SEO, email marketing, web analytics and metrics, mobile apps and Pay-Per-Click
- Digital tools
- Digital analytics
- Latest developments, marketing briefs and plans, customer standards or industry good practice, continuous integration
- Operate effectively in different environments

## Technical Knowledge and Understanding

- Principles of coding
- Basic marketing principles
- Customer lifecycle
- Customer relationship marketing
- Effective team work to deliver digital marketing campaigns
- Main components of Digital and Social Media Strategies
- Search marketing, SEO, email marketing, web analytics and metrics, mobile apps and Pay-Per-Click and how these can work together
- Similarities, differences, positives and negatives of digital and social media platforms
- Business environment and issues related to digital marketing and customer needs
- Digital etiquette
- Digital platforms integration in to the working environment
- Required security levels necessary to protect data

## Underpinning Skills, Attitudes and Behaviours

- Logical and creative thinking
- Analytical and problem solving
- Ability to work independently and to take responsibility
- Use own initiative
- Thorough and organised approach
- Work with a range of internal and external people
- Communicate effectively in a variety of situations
- Maintain a productive, professional and secure working environment

Learners will also complete 3 knowledge modules (Principles of Coding, Marketing Principles and Digital Marketing Business Principles) one of which will be achieved through an internationally recognised professional qualification.

## Functional Skills in English and Maths

Learners who have not already achieved Level 2 English and maths, must do so as part of the programme.

# Sessions

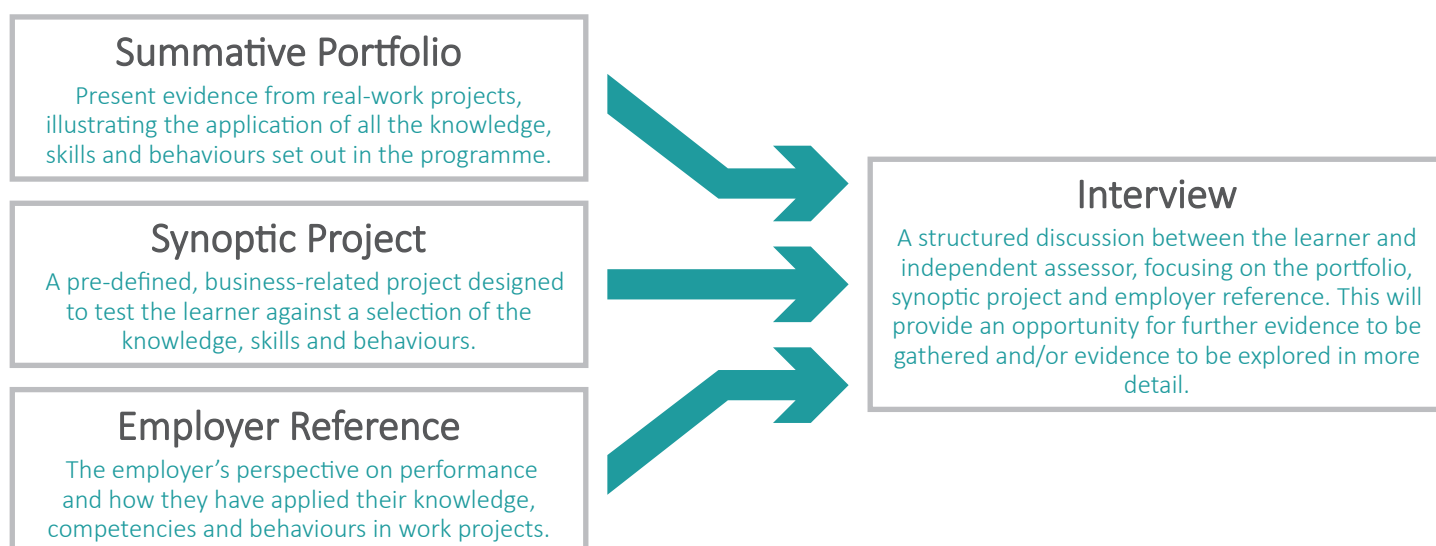
Sessions can be adapted to meet individual needs, although all topics will be covered during the programme.

Session	Content
<b>Sign On Session</b> Face-to-face visit	Basic marketing principles
<b>Session 1</b> Remote visit	Basic marketing principles The customer lifecycle Customer relationship marketing
<b>Session 2</b> Remote visit	Digital and Social Media strategies and platforms
<b>Session 3</b> Face-to-face visit	Principles of coding Digital marketing channels
<b>Session 4</b> Remote visit	Research strategies for marketing Working with others
<b>Session 5</b> Remote visit	Marketing brief Team responsibilities Applying digital marketing
<b>Session 6</b> <b>Milestone Meeting 1</b> Face-to-face visit	Business environment Customer standards
<b>Session 7</b> Remote visit	Communication and information security Google Analytics
<b>Session 8</b> Remote visit	Digital analytics Creative thinking Google Analytics
<b>Session 9</b> Face-to-face visit	Customer service Problem solving Google Analytics
<b>Session 10</b> Remote visit	Planning, organising and monitoring online activity Google Analytics
<b>Session 11</b> Remote visit	Digital technology trends Using initiative
<b>Session 12</b> <b>Milestone Meeting 2</b> Face-to-face visit	Recommending solutions and influencing others
<b>Session 13</b> Remote visit	Digital technologies and tools
<b>Session 14</b> Remote visit	Portfolio building and mock synoptic

Session	Content
<b>Session 15</b> Face-to-face visit	Portfolio building and interview preparation
<b>Session 16</b> Remote visit	End Point Assessment toolkit to include employer reference
<b>Session 17</b> <b>Milestone Meeting 3</b> Remote visit	Portfolio and interview techniques
<b>Session 18</b> Face-to-face visit	End Point Assessment toolkit

## The Assessment

Learners will need to undertake an End Point Assessment which consists of the following 4 elements:



Successful completion of the programme results in learners being awarded a Level 3 Digital Marketer Apprenticeship at pass, merit or distinction.

## Professional Recognition

This Apprenticeship is recognised for entry on to the Register of IT Technicians and those completing the Apprenticeship 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.

**RIT Tech** 



**CIM**  
The Chartered  
Institute of Marketing





# Off-the-job Training

During the Apprenticeship, learners are required to spend at least 20% of their time completing off-the-job (OTJ) training during their normal working hours (i.e. during paid working hours excluding overtime). OTJ training refers to anything that is delivered in the workplace that is new to the learner, that will support knowledge and performance skills development, is directly relevant to the Apprenticeship/job role, and is not part of the learner's normal working duties.

## Examples of off-the-job training include:

- In company training
- Training courses
- Mentoring/coaching from colleagues
- Writing assignments
- Lectures/teaching
- Online learning
- Industry visits
- Equipment/machinery training
- Role play/simulation
- Tutor led training sessions
- Non-production work
- Competitions
- Research/coursework
- Shadowing
- Incidental training
- Toolbox talks

## Off-the-job training does not include:

- Sign up process to the Apprenticeship including enrolment, company induction and initial assessment.
  - English and maths tuition which is funded separately.
  - Progress reviews, Milestone meetings or on-programme assessments needed for the Apprenticeship.
  - Training which takes place outside of normal paid working hours (unless time off is given in lieu).
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# Milestone Meetings

Milestone meetings are carried out one-to-one with the learner and an NLTG Tutor, and the learner's line manager is asked to attend towards the end. They will take place at regular intervals during the programme and may be undertaken more or less frequently as required. During the Milestone meeting a discussion will take place around progression and targets will be set to be achieved before the next Milestone review.

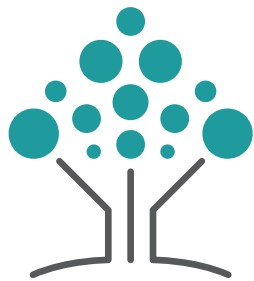
## Preparing for a Milestone meeting

At a Milestone meeting, learners will need to be prepared to discuss and reflect on:

- to what extent they have made progress towards and achieved the targets previously agreed.
  - any progress and achievements they have made and what they feel they are doing well.
  - any new skills that they have learned or developed and how they have applied these.
  - anything that they find challenging and any issues or support needs that they have.
  - to what extent and how the 20% off-the-job activities are being fulfilled, including analysis of logs and training records.
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# The Progression

Upon completion of this Apprenticeship standard learners may advance into a role such as Digital Marketer Consultant and progress onto a management qualification.



# NLTG

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