What is this apprenticeship framework?

Typically, this apprenticeship will take 18 months.

This qualification is aimed at learners with experience of the Digital Marketing sector and may have completed the Level 3 qualification already.

Digital Marketing is the use of digital media to attract and engage with current and potential customers, for example online advertising, email marketing, and search engine optimisation. The rich data generated enables granular analysis of what has worked, demanding analytical and creative skills above those demanded in traditional marketing and advertising. Learners will be expected to work on their own, undertaking projects or aspects for which they will have sole responsibility. The optional groups in the qualification are designed to support the learners’ journey and their chosen career within this sector.

What are the entry requirements?

- Must be 16 or over and working at least 30 hours per week including all training and study time.
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment.
- Must be allowed to use 20% of their working time to complete off the job training.

Apprentices without Level 2 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.

What’s involved with this apprenticeship framework?

The learner will be assigned an assessor/coach who will work with them throughout the qualification to support/mentor/teach and advise and to ensure that they are learning and meeting the requirements of this framework. The majority of this will take place at your premises.

Mandatory units: Marketing planning, Ethics and legalities of digital marketing, Business concepts, Project management, Digital marketing metrics and analytics, Personal and professional development.

What’s next?

For more information on how we can upskill your existing staff using this apprenticeship framework or help you to recruit an apprentice please call 01268 270648 or email info@thelightbulb.net.