



Apprenticeship Standard

Digital Marketer Level 3

Who is it accredited by?

TheLightBulb Limited deliver this standard through City and Guilds as the preferred End Point Assessment Organisation.

What is this apprenticeship standard?

Typically, this apprenticeship will take 15 months.

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.

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 (6 hours a week from 1/08/2022)

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 standard?

The apprentices will be required to attend virtual workshops over the period of their apprenticeships during which they will be able to interact with other learners taking this level 3 Apprenticeship and develop the knowledge required to support their end point assessment, typically these workshops will take place in the first 6-8 months of a learner's programme.

The learner will be assigned a Learning and Development Mentor 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 standard. The majority of this will take place using virtual systems + online meeting. Face to face on site visits can also be arranged

To achieve the qualification they will be required to demonstrate a set of knowledge, skills and behaviours/personal attributes (KSB's) through an end point assessment process carried out by City and Guilds once the employer and TheLightBulb staff agree the apprentice has met the requirements, this cannot happen until the learner has been on their apprenticeship for a minimum of 12 months.

3 exams to show knowledge will need to be taken, they are Principles of Coding, Marketing Principles and a vendor qualification – Google Analytics IQ.

TheLightBulb Limited

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The end point assessment will test the entire standard and comprises of the following elements:

- **Summative Portfolio** Provides evidence against the totality of the standard, based on the application of knowledge, competence and behaviours to real work projects in the work environment. This is key to ensure the validity of the final assessment decision.
- **Employer Reference** Provides the employer's perspective on how the apprentice has performed in the workplace and how they have applied their knowledge, competencies and behaviours in work projects.
- **Synoptic Project** Provides evidence against a selected set of knowledge, competencies and behaviours against a pre-defined project undertaken in a controlled environment. This is key to ensure consistency and comparability, increasing the accuracy of the assessment decision.
- **Interview** Provides an opportunity for further evidence to be gathered and/or evidence to be explored in more detail against any of the knowledge, competence or behaviours. This also increases accuracy and validity. This will be taken over a video link and will last approximately 1 hour.

A summary of the knowledge, skills and behaviours that will need to be demonstrated are as follows:

Knowledge

Knowledge of:

- Principles of coding
- Basic marketing principles
- Customer life cycle
- Digital marketing campaigns
- Social media strategies
- Digital etiquette
- Security levels

Skills

- Logical and creative thinking skills
- Analytical and problem solving skills

Behaviours & personal attributes

- Work independently and take responsibility
- Use own initiative
- Thorough and organised approach
- Work with a range of internal and external people
- Effective communication

For a full breakdown and further information please visit the following website

<https://www.instituteforapprenticeships.org/apprenticeship-standards/digital-marketer/>

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

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