Swift DIGITAL MARKETING

DIGITAL MARKETER

INFORMATION FOR EMPLOYERS

Level 3 Apprenticeship Standard

DEVELOPING THE NEXT GENERATION OF PROFESSIONALS

bcs The Chartered Institute for IT

Birmingham Apprenticeship Awards 2020 Winner Training Provider of the Year Swift ACI

Education & Skills Funding Agency

matrix quality standard for information advice and guidance services approved by the matrix Accreditation Body

Apprenticeships

SEE SUCCESS

INTRODUCTION

- We have a fantastic network of skilled apprentices suited to a variety of marketing roles: content & social, design, development, reporting and analytics.
- Our trainers have extensive marketing experience, and they stay up to date with industry trends to keep our course content current.
- We can put existing staff who would benefit from a refresher course or upskilling through our training, free of charge.
- There are currently government incentives of a minimum of £3,000 for employing an apprentice .
- We stay in touch with your apprentice throughout their journey with you and provide regular training and support remotely to suit you and your new hire

DELIVERY

Delivery over 15 months (plus) up to 3 months for End Point Assessment (EPA) completion.

DELIVERY METHOD

- Delivered via distance learning, with a designated trainer/coach for mentoring and 121 support.
- Online interactive tutor lead training sessions to cover the digital marketer syllabus.
- Digital skills library of resources, study material and mock exams.
- Pastoral and wellbeing support, with weekly tech labs and E-Portfolio system.

ROLE PROFILE

The primary role as 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.

As a digital marketer you will typically be working as part of a team, in which you 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. You will normally report to a digital marketing manager, a marketing manager or an IT manager.

ASSESSMENT

PORTFOLIO Along the course, you will be required to build a portfolio containing evidence from real work projects which have been completed, in the workplace, during the apprenticeship. Your portfolio should evidence the following skills and competencies.

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PORTFOLIO
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WRITTEN COMMUNICATION applies a good level of written communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication.

RESEARCH analyses and contributes information on the digital environment to inform short and long-term digital communications strategies and campaigns.

TECHNOLOGIES recommends and applies effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives.

DATA reviews, monitors and analyses online activity and provides recommendations and insights to others.

CUSTOMER SERVICE responds efficiently to enquiries using online and social media platforms.

PROBLEM SOLVING applies structured techniques to problem solving, and analyses problems and resolves issues across a variety of digital platforms.

ANALYSIS understands and creates basic analytical dashboards using appropriate digital tools.

IMPLEMENTATION builds and implements digital campaigns across a variety of digital media platforms.

APPLIES AT LEAST TWO OF THE FOLLOWING SPECIALIST AREAS: search marketing, search engine optimisation, email marketing, web analytics and metrics, mobile apps and Pay-Per-Click.

USES DIGITAL TOOLS EFFECTIVELY

DIGITAL ANALYTICS measures and evaluates the success of digital marketing activities.

INTERPRETS AND FOLLOWS:

- Latest developments in digital media, technologies and trends.
- Marketing briefs and plans.
- Company defined 'customer standards' or industry good practice for marketing.
- Company, team or client approaches to continuous integration.

CAN OPERATE EFFECTIVELY IN THEIR OWN BUSINESS'S, THEIR CUSTOMERS' AND THE INDUSTRY'S ENVIRONMENTS.

TRAINING DAYS

Delivered once a week for 15 weeks. The 15 tutor lead online training sessions cover the following topics:

1. Marketing Principles
2. Social Media Marketing
3. Search Engine Optimisation (SEO)
4. Pay Per Click (PPC)
5. Email Marketing
6. Content Marketing
7. WordPress & Principles of coding, including HTML/CSS/JS
8. Copywriting Essentials
9. Marketing Analytics
10. Emerging trends in Digital Marketing
11. Influencer Marketing
12. Personal Development in the Digital Marketing sector

13-15 Portfolio development & EPA preparation

APPRENTICES WILL WORK TOWARDS THE FOLLOWING QUALIFICATIONS:

COURSE	CORE CONTENT	LEARNING MODES
BCS Level 3 Award in Principles of Coding	• Understands and develops an appreciation of logic. • Is aware of programming languages and how they apply in building digital producing. • Understands code compatibility on different platforms. • Understands the components involved to make the web work.	• Virtual Classroom • Study Guide • 121 Support • 1 hour online exam
BCS Level 3 Certificate in Marketing Principles	• Understands and can apply basic marketing principles. • Understands the role of customer relationship marketing. • Understands how teams work effectively to deliver digital marketing campaigns. • Understands and can apply the customer life cycle. • Understands the main components of Digital and Social Media Strategies.	• Virtual Classroom • Study Guide • 121 Support • 1 hour online exam
Google Analytics Individual Qualification **Circa 9 hours of dependent study** **1 hour online exam**	The Google Analytics Individual Qualification covers basic and advanced Google Analytics concepts. This includes: planning and principles; implementation and data collection; configuration and administration; conversion and attribution; and reports, metrics, and dimensions.	eLearning (Online or Tech Labs)

Apprenticeship induction

Apprenticeship (minimum duration 13 months plus up to 3 months for EPA)

Knowledge units

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

Portfolio development

End Point Assessment

- Synoptic (holistic) assessment – one block week in academy
- Portfolio assessment
- Professional discussion

Regular learner process reviews

Learner graduation and certification

LEARNING ENHANCEMENTS

Swift Apprentices are also provided with the opportunity to enhance their skills to meet specific employer needs through a range of eLearning modules via the Swift Digital Library; a bank of online resources that will supplement the apprenticeship programme, and provide additional insight and guidance on the different elements of digital marketing.

TECH LABS

Swift Tech Labs provide an 'away from work' independent learning environment where apprentices can undertake self-study and eLearning.

Swift Continuous Improvement

Swift Childcare

Swift Digital Marketing

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