

Level 3 Digital Marketer Standard

Qualification aims/objectives/suitability

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.

Functional Skills

Apprentices without English or Maths at Level 2 must achieve this prior to taking the end point assessment.

Course Content includes:

- **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

Qualification

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Apprentices must also achieve one internationally recognised vendor or professional qualification, from the right-hand column. This then exempts one of the Ofqual-regulated knowledge modules, as shown in the left-hand column.

The knowledge modules are summarised below and further details are available in the occupational brief available from the Tech Partnership at www.thetechpartnership.com/apprenticeship/digitalmarketer

Duration

Typically 18 months

Venue

The course will be delivered and supported in the workplace by the training provider.

If functional skills are required this may be delivered in the workplace or with the training provider.

Knowledge Modules	Vendor or Professional Qualifications
Knowledge Module 1: Principles of Coding (for level 3 Digital Marketer Apprenticeship)	MTA HTML 5 CIW – Site Development Associate
Knowledge Module 2: Marketing Principles (for Level 3 Digital Marketer)	Google Squared CIM (CIM Level 3 award in Digital Fundamentals) Dot Native CIW – Internet Business Associate
Knowledge Module 3: Digital Marketing Business Principle (for level 3 Digital Marketer Apprenticeship)	Google Analytics IQ (CIM Level 3 award in Digital Fundamentals) CIW – Data Analytics CIW – Social Media Dot Native Google Squared

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