



DIGITAL MARKETER

Level 3

🕒 18 Months

Your role as a digital marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms.

A digital marketer will typically be working as part of a team, in which they will have the responsibility of executing an overall marketing plan or campaign.

FUTURE OPPORTUNITIES

- Digital Marketing Assistant
- Digital Marketing Executive
- Campaign Executive
- Social Media Executive
- Content Co-ordinator
- Marketing Assistant
- SEO Executive

OUR PARTNERS



**PORTLAND
SPENCER ACADEMY**

Images
COSTUMES
ESTABLISHED 2005

test

PROGRAMME OF STUDY

- Level 3 Certificate in the Principles of Online and Offline Marketing
- Level 3 Award in the Principles of Coding
- Google Analytics
- Portfolio of Evidence
- Off-the-Job Training
- Level 2 Functional Skills Maths – if required
- Level 2 Functional Skills English – if required

KNOWLEDGE

- Principles of Coding
- Basic Marketing Principles
- Customer Lifecycle
- Customer Relationship Marketing
- Effective Teamwork
- Digital and Social Media Strategies
- Social Media Platforms
- Business Environment
- Digital Etiquette
- Digital Security

SKILLS

- Written Communication
- Research
- Technologies
- Data
- Customer Service
- Problem Solving
- Analysis
- Implementation
- Use of Digital Tools
- Operating Effectively

BEHAVIOURS

- Creative Thinking
- Takes Responsibility
- Initiative
- Organised
- Stakeholder Engagement
- Effective Communication
- Professional and Secure Working Environment



RESULTS

100%

EPA Pass rate with 67% of learners achieving a Merit or higher

EXCELLENT

reviews from employers and learners on 'Find an Apprenticeship'

97%

of our learners are satisfied with their overall learning experience



END POINT ASSESSMENT (EPA) REQUIREMENTS

SUMMATIVE PORTFOLIO

Evidence from projects that have been completed by the apprentice

- Collection of evidence from real-work projects completed on-programme and covering all KSBs set out in the standard
- Portfolio evidence should demonstrate on-programme learning being applied in a holistic and coherent way
- Evidence submitted should be a showcase of the apprentice's very best work
- Wherever possible, the summative portfolio should be an e-Portfolio or alternate electronic platform
- Portfolio of evidence is assessed and graded by the independent assessor against the KSBs of the standard

EMPLOYER REFERENCE

- Usually submitted at Gateway along with the portfolio of evidence
- The employer reference should provide a clear account of the employer's views of the quality of the apprentice's work
- The employer reference should contain no reference to gradings or ratings

SYNOPTIC PROJECT

A final project to evaluate the skills and knowledge attained during the course

- Project is selected from a bank of end point assessment organisation business-related project scenarios
- The project is completed after Gateway and typically takes 4 days to complete
- The project must be completed off-the-job and in a controlled environment, which can be the employer's premises
- Apprentices must document their assumptions and to highlight the consequences of those assumptions – enabling them to show their understanding of commercial pressures, and the application of their thinking and problem-solving skills

INTERVIEW

- This is a structured two-way conversation between the apprentice and the independent assessor, focusing on the summative portfolio and synoptic project
- The interview will cover:
 - The work submitted in the summative portfolio
 - The work produced in the synoptic project
 - The standard of the work produced
 - The approach taken whilst completing the work
- The duration will be a minimum of 120 minutes