



UNLOCK YOUR ORGANISATION'S DIGITAL MARKETING PROWESS

DIGITAL MARKETER
LEVEL 3 APPRENTICESHIP



Gear your workforce with the most sought-after digital marketing skills that are integral to becoming competent in your marketing capabilities

This programme prepares learners for the fast-paced world of marketing. Know your customers and influence their behaviour by mastering digital campaigns.



Positive Past Results

This programme saw QA apprentices achieving a 100% pass rate in 2020 and a tripling of the rate of distinctions to 40%.



Increase your online and social presence

Boosting online and social engagement can increase brand awareness and ensure your business reaches as many potential new customers as possible.



Identify, analyse, segment and understand your customers

Learners on the digital marketer programme develop customer focused design thinking skills, enabling them to understand customer demographics, segmentation and journey mapping. Tailoring campaigns to customer segments will increase customer engagement and brand perception.



Recognise and act on key marketing data

Marketing teams using customer engagement analytics will improve the relevance and targeting of offers and increase conversion rates.

QA.com

Funded by



Funded by



A fully funded programme designed to transform your talent and workplace

Digital Marketer Level 3 Apprenticeship



Build the skills and capabilities you need throughout your organisation to enhance your online and social media marketing efforts and effectively promote your business in a virtual world.



Upskill or reskill your existing workforce with data and digital skills and create digital marketers for the modern day workplace.



Recruit and harness a new talent pathway – QA can help you cost-effectively recruit diverse, ambitious talent into your business and help you build a pipeline of digital marketing talent.



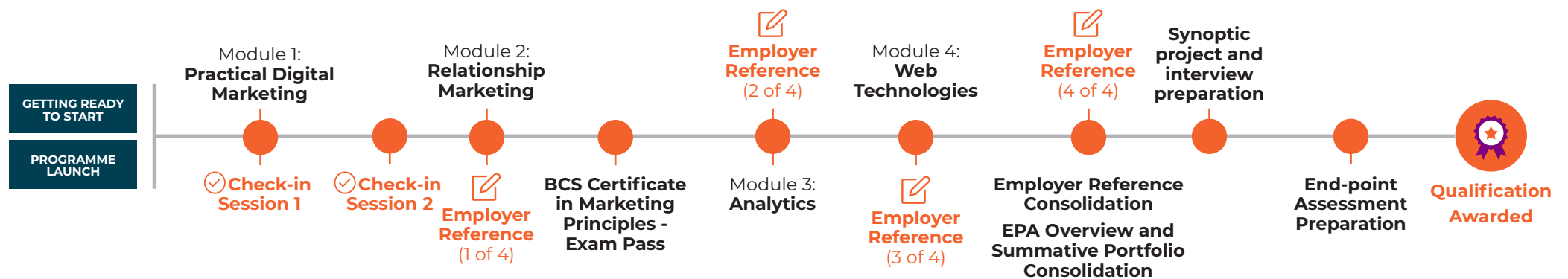
Learners benefit from a flexible and blended learning journey, helping them apply digital marketing solutions to a range of real-life scenarios – gaining valuable workplace skills faster.

This programme is suitable for roles including:

- 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

Tools & Technologies: Web design, Social Media, SEO, Google Analytics, Email Marketing, Information Security, Data Management and Analytics

Typical Programme Duration: 13 months (+ 3 months for End-Point-Assessment)



FOR MORE INFORMATION PLEASE CONTACT
0333 060 7701 | www.qa.com/contact