

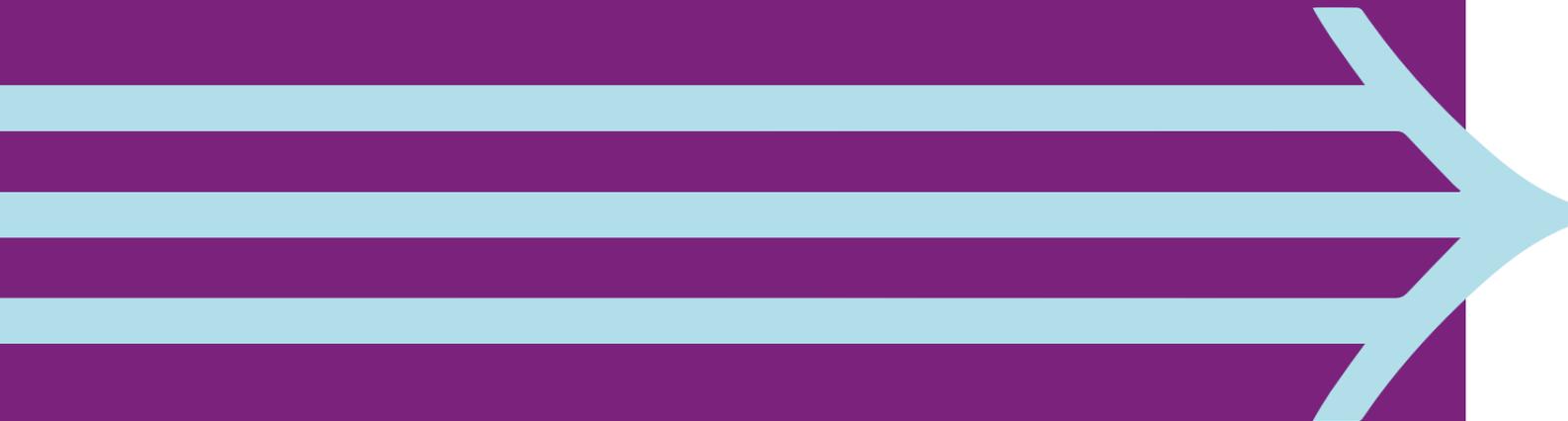


**Digital Marketer
Apprenticeship
Level 3**

**A Digital by Design
programme**



PROGRAMME GUIDE



What does “Digital by Design” mean?

It means a greater focus on online learning together with using face-to-face interaction where it adds the most value for learners.

It means that there is a single learner journey which brings teaching, coaching, learning and assessment into a single, repeatable flow for every module.

It means that there is a clear focus from the beginning of the programme on successful completion of the End-Point Assessment (EPA).

In Digital by Design, these three elements will work together:

- The Content
- The Service and Support
- The Technology

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ROLE PROFILE

Digital Marketer

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.

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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:

- Digital Marketing Assistant
- Digital Marketing Executive
- Digital Marketing Co-ordinator
- Campaign Executive
- Social Media Executive
- Content Coordinator
- Email Marketing Assistant
- SEO Executive
- Analytics Executive
- Digital Marketing Technologist

JOB ROLE SUITABILITY

To help you determine whether a candidate (a new hire or existing employee) will be working in a suitable job role to successfully complete this programme, you must be able to answer “yes” to the following questions.

Will they have the opportunity to build and implement digital campaigns across a variety of digital media platforms, gaining exposure to campaigns from start to analysis?

Will they respond to enquiries using online and social media platforms?

Will they use a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives?

Will they measure and evaluate the success of digital marketing activities?

Will they have the opportunity to apply 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?

Will they analyse and contribute information on the digital environment to inform short and long-term digital communications, strategies and campaigns?



Speak to your Account Manager for more advice on eligibility and job role/existing staff suitability for this programme.

QUALIFICATIONS EARNED

By completing the Digital Marketer apprenticeship, learners will earn the following qualifications:

BCS Level 3 Digital Marketer Apprenticeship

Principles of Coding (BCS KM1)

Marketing Principles (BCS KM2)

Google Analytics IQ (KM3)

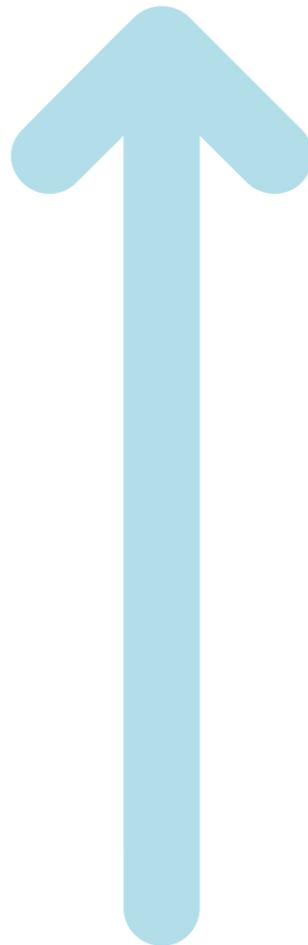
Evidencing 20% off-the-job learning

This 20% off-the-job learning is an apprenticeship requirement. It must be completed in working hours.

Our programme facilitates off-the-job learning.

We blend online learning, on-the-job learning, and classroom training in a seamless way.

We are the apprenticeship experts and can advise you on this topic.



DISCOVER, PRACTICE AND APPLY

Discover, practice and apply are the three pillars of apprenticeship learning.

No matter what part of the apprenticeship a learner is on, discover, practice and apply are combined into each activity.

Discover

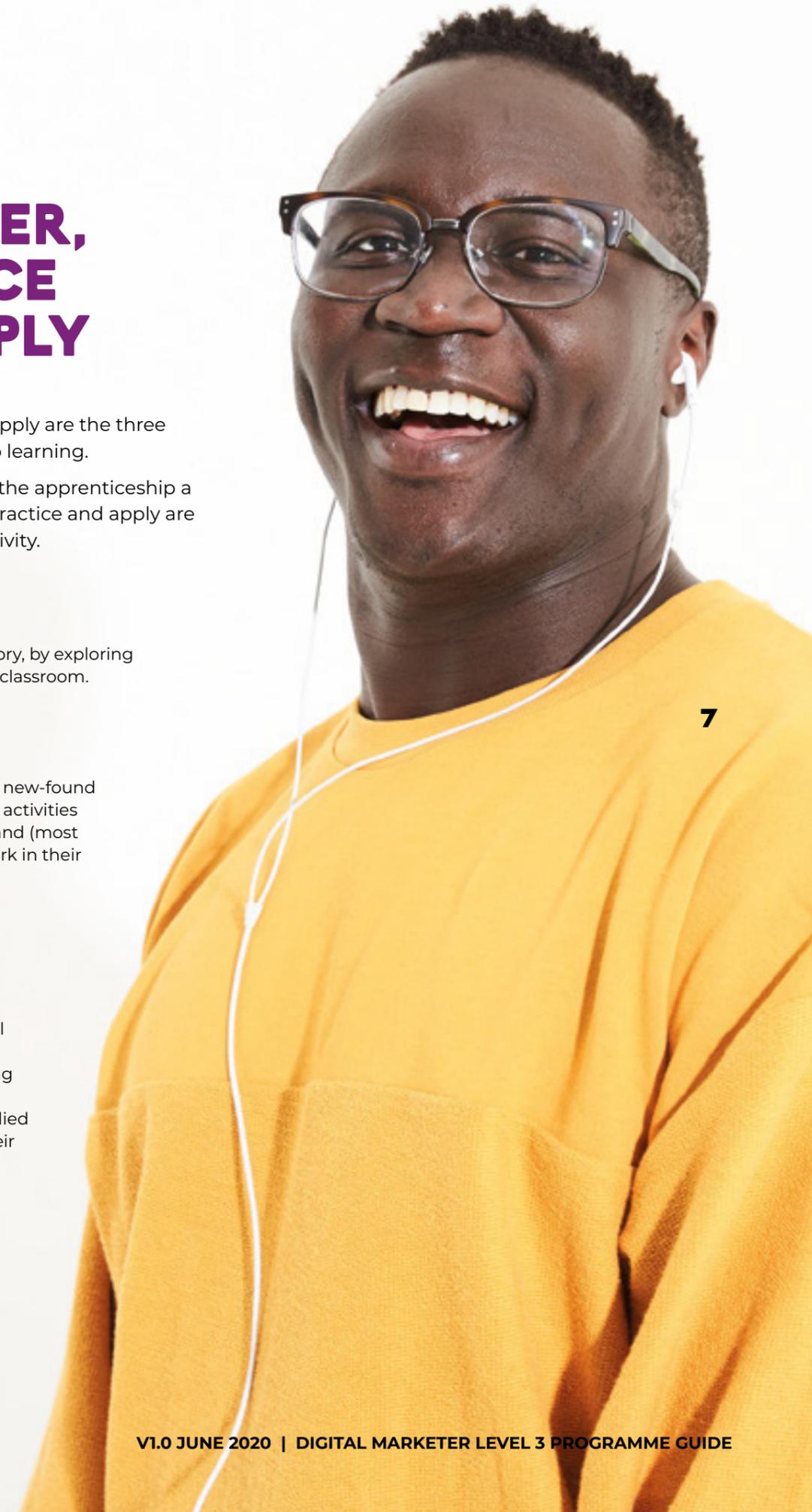
Learners will learn the theory, by exploring subjects online and in the classroom.

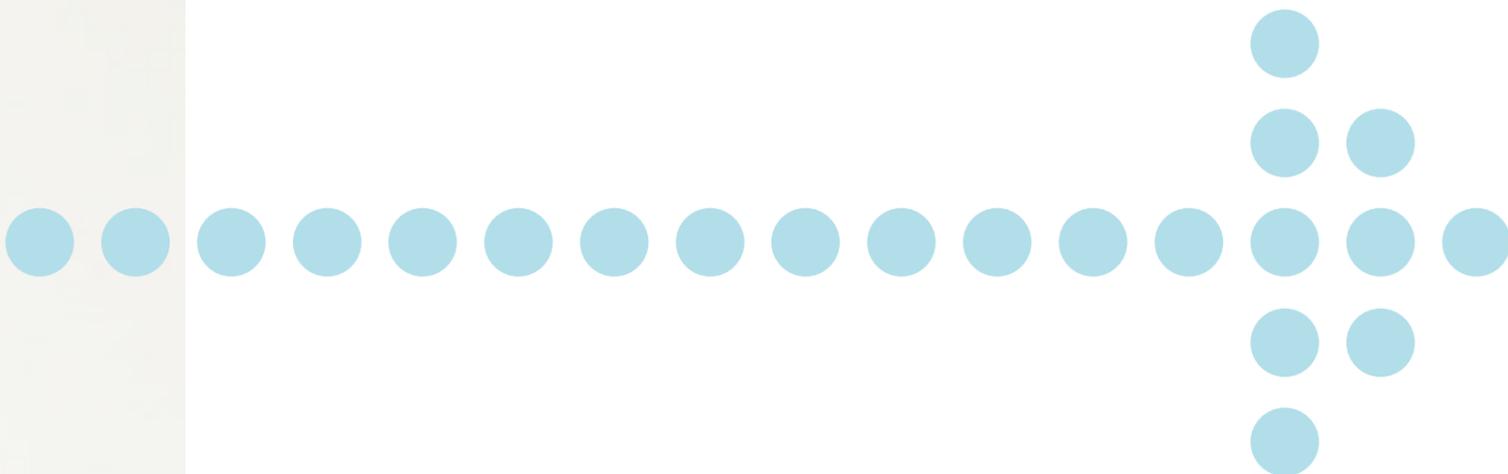
Practice

Learners will practise their new-found knowledge by completing activities - online, in the classroom and (most importantly) directly at work in their day-to-day role.

Apply

Learners will apply what they've discovered and practised at work. They will actively contribute to your organisation whilst building their portfolio of evidence (showing how they've applied their new skills) to gain their qualification.





INTRODUCING... DIGITAL LEARNING CONSULTANTS

In the new world of apprenticeships, learners will be taken through their programme by a team of people called Digital Learning Consultants, or DLCs for short (they're subject matter experts).

On-programme support:

- **3, 2, 1...launch!** The structured programme launch is tailored to the learner and focussed on learning engagement and setting expectations.
- **More help for learners.** Any Digital Learning Consultant can support any learner - so no waiting around for a specific person to be available (this is called a many-to-many approach).
- **Digital first.** Using digital, you're connected to help. Face-to-face visits are only arranged when specific help is required.
- **Faster.** We provide feedback on submissions within 24 hours.
- **Group sessions.** There are still regular, planned group guidance sessions to get the benefit of working with others.
- **EPA Readiness.** We check-in regularly, with planned EPA readiness checks that demonstrate distance travelled through the apprenticeship and highlight areas for development.
- **Data driven.** We proactively monitor data to identify learners at risk of falling behind. We take action to re-engage them with their apprenticeship to make sure they stay on track to achieve and remain on the programme.
- **Right learner, right role, right time.** We have developed a 5-week initial support plan to make sure the right learner is in the right role at the right time. This is essential to success.

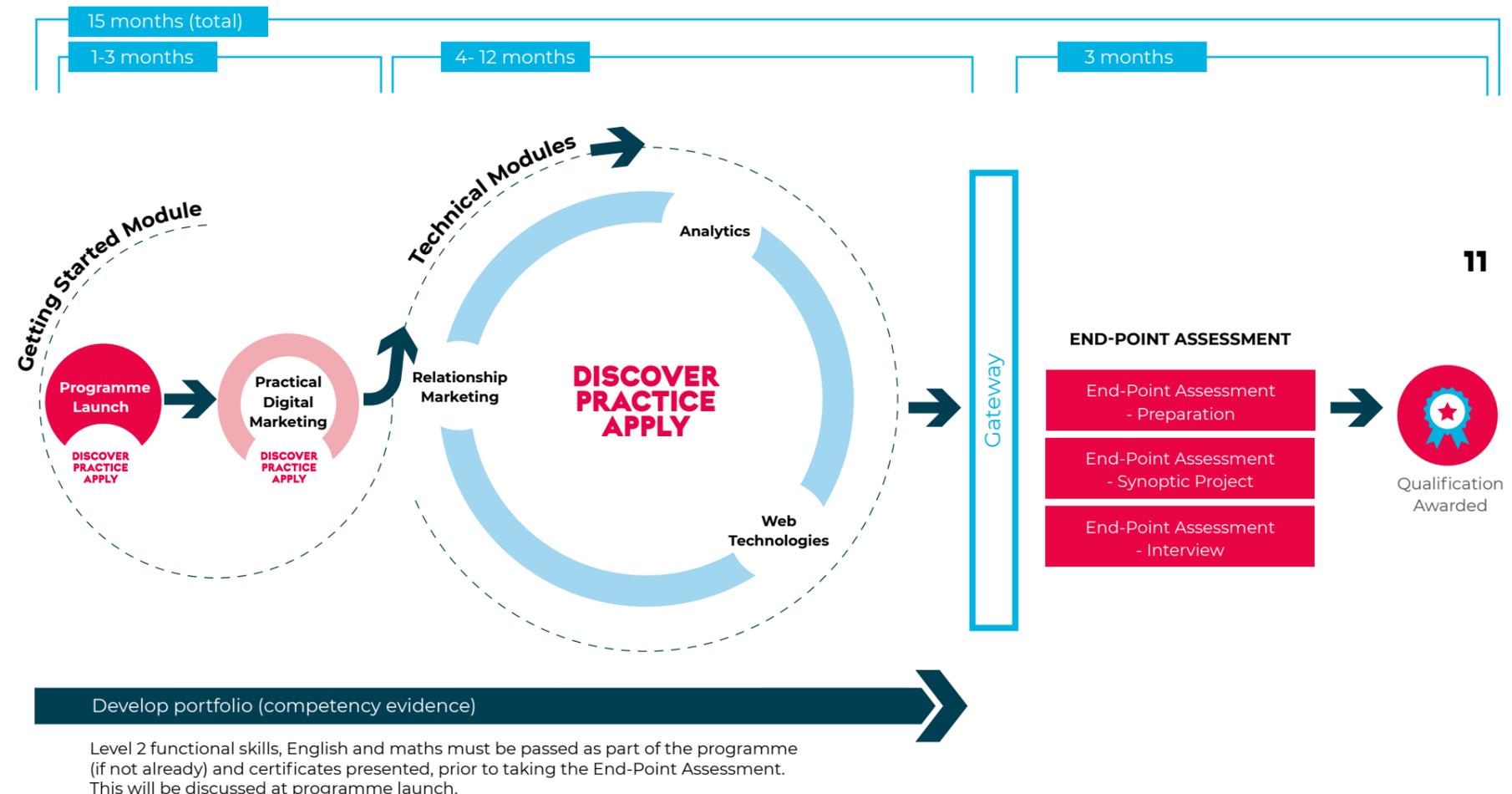


THE APPRENTICESHIP PROGRAMME

Digital Marketer Level 3

This apprenticeship will typically be 15 months long (although some learners may finish in less time if their EPA is completed quickly).

This flowchart shows how learners progress throughout the apprenticeship and how the whole programme fits together through our blended approach to learning.



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GETTING STARTED

After enrolling in the programme, learners will attend an online session.

This will give them an overview of the programme, a hands-on introduction, and get them started on their first module: Practical Digital Marketing.

REMAINING MODULES MONTHS 4-12

Learners work through 4 modules, which include online learning material on a virtual learning environment, classroom sessions, and hands-on application in their job.

Learners will also build their portfolio and have regular check-ins with a Digital Learning Consultant (DLC) and their line manager.

GATEWAY 3 MONTHS BEFORE LEARNER'S TARGET END DATE

Learners will go through the 'gateway' stage when they have:

- > Completed all knowledge modules
- > Passed all mandatory exams
- > Passed all Functional Skills exams, or when exemptions have been confirmed
- > Completed both their summative portfolio, and final employer reference

EPA MONTHS 13-15

Learners complete their End-Point Assessment (including the synoptic project and interview).

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GETTING STARTED

The modules in our Digital Marketer apprenticeship equip learners with the advanced skills they need for their role. Each module develops core set of skills they must be able to do well to be competent. In each module, learners will 'discover', 'practice' and 'apply' what they have learned.

This helps them put their newly found knowledge into action back at work.

There are 4 modules to complete with the following learning outcomes.

Module 1: Practical Digital Marketing

Module duration: 10 weeks | **Learner-led:** 9 days | **Classroom attendance:** 5 days

Programme Launch (Synchronous Session Online)

This synchronous online session will cover the following items:

- Programme outline and structure
- Assessments, certification and qualifications included
- Typical workflow expected
- Time commitment
- Calendar planning for the apprenticeship
- Setting of expectations
- Introduction to Bud, and other technology requirements

Learners will complete an introductory Digital Marketing activity. At the end of this session, learners will be ready to progress with their learning online.

Discover. Practice. Apply.

This module introduces the learner to the world of Digital Marketing. Apprentices will gain an understanding of the industry through varied activities, enabling them to put theory into practice in the workplace whilst building the foundation for future modules.

Learners will develop new skills and increase their understanding of core digital marketing topics:

- The Marketing Mix
- Customer Engagement
- Search Engine Optimisation
- Pay-per-click
- Content Marketing
- Copywriting
- Content Management Systems
- Planning Digital Marketing Campaigns

After the module classroom training, the learner will apply their new skills in the workplace through the completion of apply activities supported by the DLC.



REMAINING MODULES

The remaining modules focus on the knowledge and skills required of a Digital Marketer in detail. After each module learners will 'apply' what they've learned at work on current projects.

Module 2:

Relationship Marketing

Module duration: 10 weeks | **Learner-led:** 9 days | **Classroom attendance:** 5 days

Discover. Practice. Apply.

Having laid the foundations in the previous module, learners will now develop skills enabling them to build meaningful connections between their brands and their customers.

Learners will deepen their knowledge of relationship marketing tools. This will lead them to learn practical techniques to improve customer engagement, brand reputation, and how to work effectively as part of a wider Digital Marketing team. All this, while equipping them for the BCS Marketing Principles Exam.

In summary, this module will help the learner understand:

- Customer Relationship Marketing
- Buyer Personas
- Email Marketing
- Planning and Implementing Social Media Strategies
- Managing Online Company Reputation
- Customer Surveys
- Effective Team-working

Successfully applying these techniques in their workplace should encourage better customer retention, positive word-of-mouth and healthy return on marketing investment.

At the end of the classroom block, the learner will attempt the KM2: BCS Marketing Principles exam.

After the module classroom training, the learner will put their new skills into practice through the completion of the apply activities supported by the DLC.

Module 3:

Analytics (Online)

Module duration: 11 weeks | **Learner-led:** 9 days | **Online Academy for Ads based learning:** 2 days

Discover. Practice. Apply.

The Analytics module includes online learning and certification through the completion of Google Analytics for Beginners and Advanced content. Learners will earn the certification through Academy for Ads, Google's online training programme.

This module will enable the learner to demonstrate their knowledge and skills in analytics and reporting.

Google Analytics for Beginners shows new users how to:

- Create an account
- Implement tracking code
- Set up data filters
- Navigate the Google Analytics interface and reports
- Set up dashboards and shortcuts

The course will also demonstrate how to analyse basic Audience, Acquisition, and Behaviour reports, and set up goals and campaign tracking.

Advanced Google Analytics takes learners through:

- How data is collected and processed into readable reports
- How to use configurations like Custom Dimensions, Custom Metrics, and Event Tracking to collect data that's specific to their workplace

The course will also demonstrate more advanced analysis techniques using segmentation, channel reports, audience reports, and custom reports, as well as marketing strategies like remarketing and dynamic remarketing that show ads to customers who have visited a website.

The online training will conclude with the exam for KM3: Google Analytics IQ.

As part of this module, the learner will complete Apply activities requiring the apprentice to use their newly developed analytical skills on current workplace campaigns supported by the DLC.

Module 4:

Web Technologies

Module duration: 10 weeks | **Learner-led:** 9 days | **Classroom attendance:** 5 days

Discover. Practice. Apply.

To be a truly effective digital marketer, it's vital to have an understanding of the technologies underpinning websites, apps, web browsers, search engines, and how the Internet functions. This Module is designed to equip apprentices with all this knowledge, and more.

Learners will become familiar with key industry terminology, technical principles, and prominent coding languages, as they explore a range of topics, including:

- How the Internet Works
- Search Engines
- Principles of Web Hosting
- Web Browsers and File Compatibility
- Cookies and Session Data
- Prominent Coding Languages (HTML, CSS, JavaScript, Java)
- Widgets and APIs

Once they have attempted the KMI: BCS Coding Principles exam (at the end of this classroom block), apprentices will return to their workplaces empowered to liaise more effectively with web designers and app developers, and will be able to make modifications to existing webpages with confidence.

After the module classroom training, each learner will apply their skills in the workplace through completion of the apply activities supported by the DLC.

Gateway and End-Point Assessment

Consolidation, Preparation and Assessment (Online)

Duration: 12 days + EPA

This final component will get learners ready to go through the 'gateway'. The apprenticeship gateway is an internal QA process.

It will ensure that your learner's work is ready to be assessed by BCS. This exists to increase their chances of success.

At this pre-gateway stage learners will:

- Consolidate and submit their portfolio
- Consolidate and submit their final employer reference
- Conduct a mock EPA
- In addition to the items above, learners must have successfully completed:
 - BCS exams
 - Google Analytics Exams
 - All the Functional Skills exams (except exempted learners)

Once learners have met all the above criteria, they will go through the gateway. When approved, it takes 3 months from gateway to achievement.

During this time, learners will:

- Complete their synoptic project
- Complete their interview



LEARNING OUTCOMES

As well as being assessed on their digital marketing knowledge, apprentices are also assessed on their ability to demonstrate the following competencies through their portfolio and interview.

This ensures balanced development – as the competency standards provide a greater emphasis on the importance of both technical and soft skills relevant to their role in the workplace.

A DLC will be available to support apprentices building their portfolio and record these skills throughout the programme.

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TECHNOLOGY

Understand the principles of coding.

Recommend and apply 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.

Understand the principles of all of the following specialist areas: search marketing, search engine optimisation, e mail marketing, Web analytics and metrics, mobile apps and pay-per-click and how these can work together.

Understand the similarities and differences, including positives and negatives, of all the major digital and social media platforms.

RESEARCH

Interpret and follow:

Latest developments in digital media technologies and trends.

Company defined “customer standards” or industry good practice for marketing.

Marketing briefs and plans.

Company, team or client approaches to continuous integration.

IMPLEMENTATION

Build and implement digital campaigns across a variety of digital media platforms.

Apply at least two of the following specialist areas: search marketing, search engine optimisation, e mail marketing, Web analytics and metrics, mobile apps and pay-per-click.

Use digital tools effectively.

SECURITY

Follow the required security levels necessary to protect data across digital and social media platforms.

Maintain productive, professional and secure working environment.

INTERPERSONAL SKILLS

Work with a range of internal and external individuals.

Demonstrate logical and creative thinking.

Demonstrate analytical problem solving skills.

Work independently and take responsibility.

Use own initiative.

Be able to take a thorough and organised approach.

COMMUNICATION

Good level of written communication demonstrated to a wide range of audiences.

Communicate effectively in a variety of situations.

DATA

Review, monitor and analyse online activity and provide recommendations and insights to others.

PROBLEM SOLVING

Apply structured techniques to problem solving.

Analyse problems and resolve issues across a variety of digital platforms.

ANALYSIS

Understand and create basic analytical dashboards using appropriate digital tools.

Analyse and contribute information on the digital environment to inform short and long-term digital communications strategies and campaigns.

Measure and evaluate the success of digital marketing activities.

WORKING WITH CUSTOMERS

Respond efficiently to enquiries using online and social media platforms.

Understand and can apply the customer life cycle.

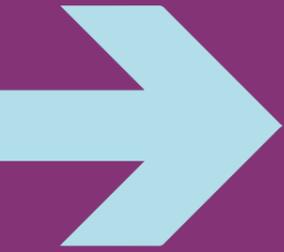
Understand the role of customer relationship marketing.

WORKING EFFECTIVELY IN A BUSINESS ENVIRONMENT

Work effectively in their own business, their customers' and the industry's environments.

Understand how teams work effectively to deliver digital marketing campaigns and deliver accordingly.

Understand and respond to the business environment and business issues related to digital marketing and customer needs.



HOW TO GET READY FOR THE END-POINT ASSESSMENT

We want to deliver memorable learning experiences, whilst developing learners with well-rounded skillsets, ready to meet their professional requirements.

To ensure we are achieving this goal consistently, it is important for learners, DLCs and employers to work together to ensure learners are supported to succeed in their Apprenticeship's third-party End-Point Assessment (EPA).

In this section we outline a number of guidelines which intend to provide a framework so that can be achieved in a consistent way.

Preparation for the End-Point Assessment starts from day one.

STAYING ON-TRACK THROUGHOUT THE PROGRAMME

The EPA preparation starts as soon as each new learner joins a programme, as all its components will support the learner to develop the necessary technical knowledge, skills, and behaviours to confidently meet, or exceed, all the requirements specified in the standard.

For this reason, it is very important to keep learners, DLCs and employers informed about the expected programme progress plan. It is critical to the success of the apprenticeship programme that all of the above work together to ensure that each learning journey is kept on-track avoiding further interventions (and time commitment) whenever possible.

To help learners with this, we have created two guiding documents – a programme timeline, and a progress review map – so progress can be checked against it, at any time. Any progress deviations above 20% will be reviewed on a case-by-case basis. This is to ensure the apprenticeship is progressing in a timely manner.

HOW THE EPA IS GRADED

After the EPA interview, the assessor will make a holistic judgement of the apprentice's performance across all four assessment methods based on three criteria:

1

WHAT

What has been learned

2

HOW

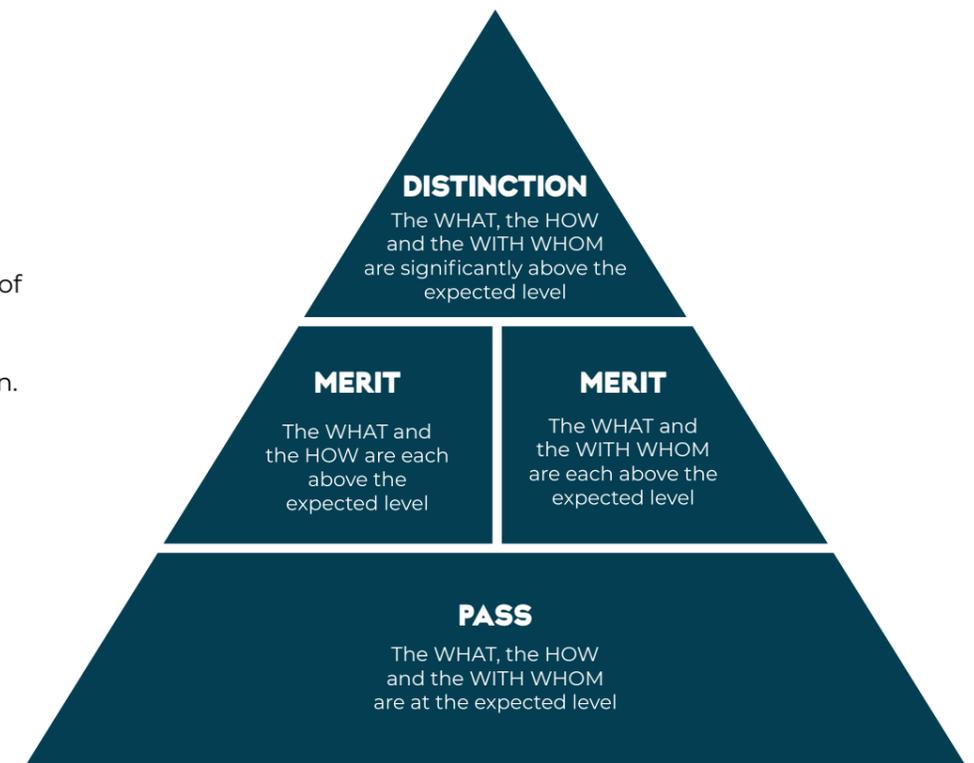
The way the work was done

3

WITH WHOM

The personal and interpersonal qualities brought to working relationships

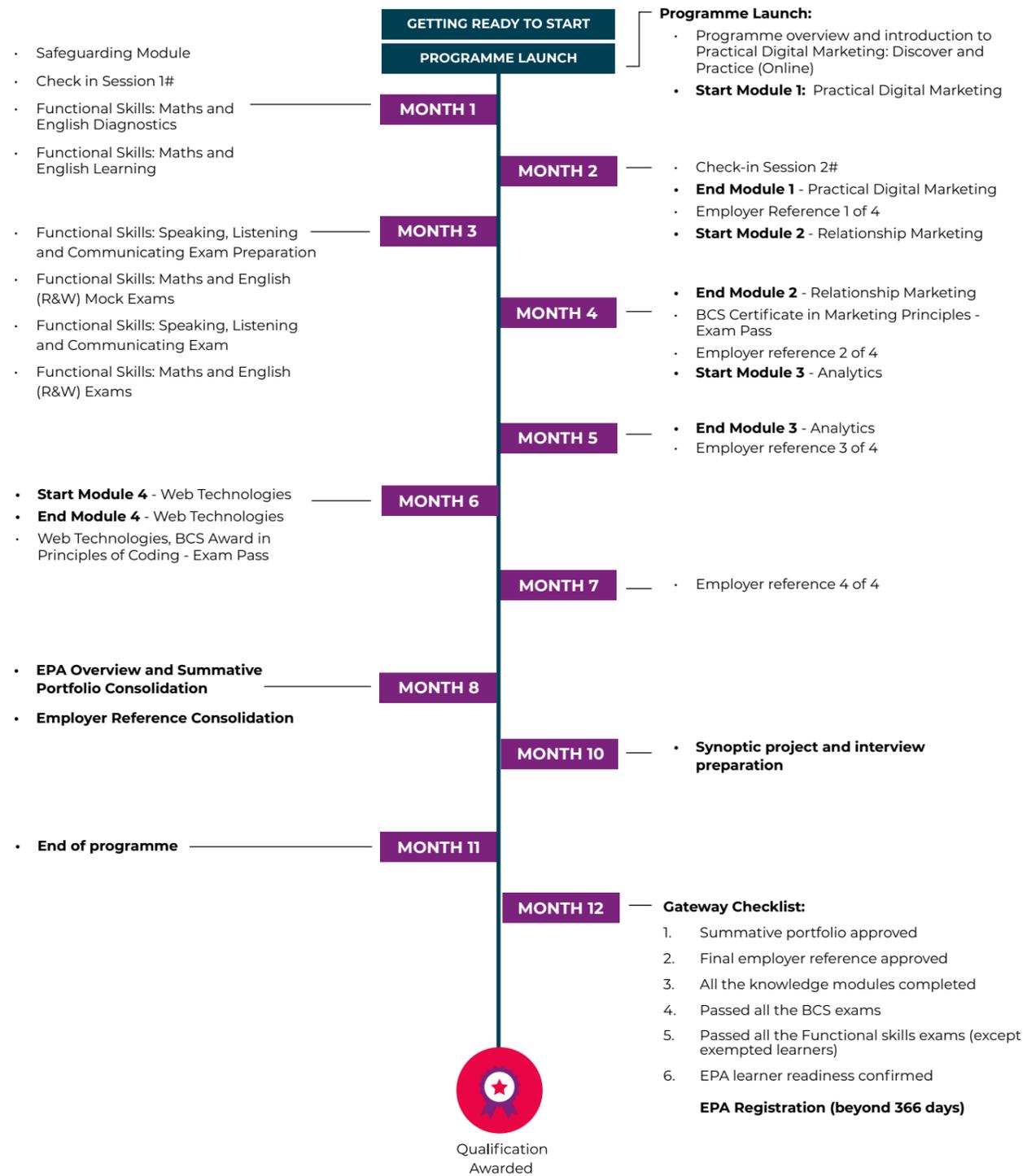
The learner will receive a single grade for their entire apprenticeship: **Pass, Merit or Distinction.** For an in-depth understanding of grading, please refer to the assessment plan.



THE LEARNER'S JOURNEY

Digital Marketer L3

Programme timeline | Duration: 15 Months | Gateway: 12 Months



THE LEARNER'S JOURNEY

Digital Marketer L3

Programme timeline | Duration: 15 Months | Gateway: 12 Months



This diagram gives an estimate of what progress looks like in this learning journey. It covers specific time frames for illustration purposes only. Each learner will see their progress percentage update live, as they complete activities in Bud.

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MONTH 3

Completion by end of month 3	Completion %
Activity 1.1: Programme overview and introduction to Practical Digital Marketing: Discover and Practice (Online)	0%
SG1: Safeguarding Module	Complete
Activity 1.2: Practical Digital Marketing - Personal and Professional Development: Discover, Practice and Apply (Online and Workplace)	29%
CS1: Check-in session 1#	Complete
FS1: Functional Skills: Maths and English Diagnostics	Complete
CS2: Check-in session 2#	Complete
Activity 1.3: Practical Digital Marketing - Your Digital Marketing Role and Responsibilities: Discover, Practice and Apply (Online and Workplace)	15%
Activity 1.4: Practical Digital Marketing - Digital Marketing Strategy workplace case study: Discover, Practice and Apply (Online, Classroom and Workplace)	20%
Activity 1.5: Employer Reference 1 of 4	Complete
FS2: Functional Skills: Maths and English Learning	Complete
Activity 2.1: Relationship Marketing - Discover and Practice (Online and Classroom)	29%
FS3: Functional Skills: Speaking, Listening and Communicating Exam Preparation	Complete
FS4: Functional Skills: Maths and English (R&W) Mock Exams	Complete
FS5: Functional Skills: Speaking, Listening and Communicating Exam	Complete
FS6: Functional Skills: Maths and English (R&W) Exams	Complete

By the end of month 3:

A learner should have completed **29%** of their programme



MONTH 6

Completion by end of month 6	Completion %
Activity 2.2: Relationship Marketing - Apply, Customer and Stakeholder Engagement workplace case study (Online and Workplace)	35%
Activity 2.3: Relationship Marketing - Apply, Digital Marketing Campaign 1of3 (Online and Workplace)	41%
Activity 2.4: BCS Certificate in Marketing Principles - Exam Pass	46%
Activity 2.5: Employer reference 2 of 4	Complete
Activity 3.1: Analytics - Discover and Practice, Google Analytics IQ Certificate and Exam Pass (Online)	51%
Activity 3.2: Analytics - Apply, Digital Marketing Analytics Report (Online and Workplace)	57%
Activity 3.3: Analytics - Apply, Digital Marketing Campaign 2of3 (Online and Workplace)	62%
Activity 3.4: Employer reference 3 of 4	Complete
Activity 4.1: Web Technologies - Discover and Practice (Online and Classroom)	71%

By the end of month 6:

A learner should have completed **71%** of their programme



Note: by the end of month 6 all the Functional Skills components will be completed.



Is the learner on track?

QA will be monitoring each learner's progress on an on-going basis.

At any point, they will be in one of three categories:

- **Green:** on track, or 0-5% behind target progress.
- **Amber:** 6-14% behind target progress.
- **Red:** 15% or more behind target progress.

Whenever deemed required, QA will put in place proactive measures to get learners back on track.



How is the learner performing?

QA will continuously track the quality of each learner's work, and discuss performance:

- At every **activity submission**. The work submitted will be reviewed and discussed with the learner. This will happen in the messaging system, inside each activity.
- At **EPA readiness checks**. The first of these checks will happen on the week following programme launch. After that, at every 16 weeks. This will take place in the form of a scheduled call.

Either way, our feedback will let the learner know how they are performing. We may ask learners to refine their work, or complete extra tasks, before approving it. These interactions will use Bud virtual learning environment, where they will be recorded.

83% PROGRESS

100% PROGRESS

Qualification Awarded

MONTH 9

Completion by the end of month 9	Completion %
Activity 4.2: Web Technologies - Apply, Problem-solving workplace case study (Online and Workplace)	74%
Activity 4.3: Web Technologies - Apply, Digital Marketing Campaign 3 of 3 (Online and Workplace)	77%
Activity 4.4: Web Technologies, BCS Award in Principles of Coding - Exam Pass	83%
Activity 4.5: Employer reference 4 of 4	83%
ERC: Employer Reference Consolidation	Complete

By the end of month 9:
A learner should have completed **83%** of their programme



MONTH 12

Completion by the end of month 12	Completion %
SPC: EPA Overview and Summative Portfolio Consolidation	97%
EPAP: Synoptic project and interview preparation	100%

By the end of month 12:
A learner should have completed **100%** of their programme



MONTH 13

Completion by the end of month 16	Completion %
Synoptic project submitted to BCS	Completed
Initiate interview preparation	Completed

QA Apprenticeships does not formally grade the apprenticeship, this is the responsibility of the End-Point Assessment organisation.

MONTH 14

Completion by the end of month 17	Completion %
Interview	Completed

MONTH 15

Completion by the end of month 18	Completion %
Result from BCS	Completed



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