



Programme Guide

DIGITAL MARKETER

LEVEL 3

DIGITAL AND DEGREE APPRENTICESHIPS

Building tech careers in the workplace

We offer digital and degree apprenticeships that focus on the most in-demand tech skills including; cyber, IT, software development, data and digital marketing, along with others in project management and senior leadership.

With programme pathways from Level 3 – Level 7, we help learners to progress and grow within your company, helping you retain talent and build capabilities.

Our award-winning approach to blended learning enables apprentices to develop further and faster, adding immediate value to their roles, whilst our interactive portal with real-time dashboards and trigger alerts enable managers to effectively and efficiently track progress.



Experience: 30,000 apprenticeships placed



An unrivalled talent pool: 100,000 apply to join our programmes every year



Award-winning: Recipient of the Gold Award at the Learning Tech Awards 2020 for our apprenticeship delivery model



Proven: We have the highest overall pass rate among UK tech training providers*

*based on end-point assessments by the BCS 2020

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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.

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.

Digital Marketers need:

- Logical and creative thinking skills
- Analytical and problem solving skills
- Business skills like effective communication, teamwork and task/time management
- The adaptability to do a range of work and use their own initiative.
- A thorough and organised approach
- The ability to work with a range of internal and external people
- The ability to work independently and to take responsibility

JOB ROLE SUITABILITY

As an employer is it important to assess whether a candidate (a new hire or existing employee) is working in a suitable job role to successfully complete their programme.

Job roles this programme is a great match for:

- 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

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?

ENTRY REQUIREMENTS

The entry requirements for this programme are as follows:

- 3 GCSEs (or equivalent) at grades 4+ A-C in any subject
- GCSE Maths and English (or equivalents) at grades 3+ D or above
- The learner must not hold an existing qualification at the same or higher level than this apprenticeship in a similar subject

Experience (if the learner can't meet the qualification requirements):

1 year work experience in any other profession or sector (i.e. not as an experienced digital marketer) and able to demonstrate working towards Level 2 in Maths and English.

FINDING NEW TALENT

We offer an extensive attraction and recruitment service for employers who are looking to use apprenticeships to bring new talent into their organisation.

We use multiple channels and tactics to attract people who are interested in and are passionate about building a career in tech. Our recruitment model combines vigorous AI assessments with 1-2-1 interviews to ensure we select apprentices of the highest calibre.

We are committed to increasing diversity in tech and to help achieve this, we work closely with special interest groups including; Code First: Girls, Stemettes and Young Professionals to ensure apprentices from all backgrounds are given the same opportunities, and to support us to close the gender and diversity gap in tech.



Proactively engaged with over **4,000** sixth forms/colleges and universities, attending careers fairs to ensure we reach talent first



QA attracts **100,000 applicants** a year for its apprenticeship and tech academy roles and has nearly 200,000 in its candidate database



Significantly higher than average gender balance with **37%** of our apprenticeship starts being female, compared to an industry average of 19%



14.2% of our applicant pool indicated they have a BAME background - higher than the industry average of 13.3%

DIVERSITY AND INCLUSION

We're passionate about diversity in tech

It's our mission to help eradicate the gender gap, and make sure equal opportunities are given to applicants from all backgrounds. We do this through our long-standing partnerships, QA-driven initiatives and use of trending tools and software.

Diversity-first candidate attraction

We've invested in using augmented copy checking tools to ensure language is inclusive, open to all and free from bias.

We use inclusive imagery throughout our campaigns – producing visual content that promotes diversity and inclusion.

Promoting inclusivity

We nurture relationships with influencers, schools, colleges and universities via events and interactive sessions to ensure learners from all backgrounds are given the same opportunities.

Diversity partnerships

We forge partnerships with like-minded organisations who share our vision on STEM gender equality including Code First: Girls, Stemettes and Young Professionals.

We make tech skills accessible to all

We run free tech workshops including 'Teach the Nation to Code' and 'Teach the Nation to Cloud' so anyone can explore technology career opportunities.

Skills Scans

Every candidate goes through Skills Scans where their knowledge and skills are measured and mapped against apprenticeship standards. This process ensures the right learner is placed on the right programme at the right time, which we know contributes towards a successful completion and a good learner experience.

A BLENDED APPROACH TO LEARNING

How we deliver

QA apprenticeships are designed to immerse the apprentice in their job role and provide more flexibility for the employer.

Allowing individuals to learn through a combination of project and lab work, live events, self-research, self-paced learning and peer-to-peer learning.

The required 20% off-the-job training is a crucial part of the competency development. The latest apprenticeship standard can also now contribute to the off-the-job training, helping to ensure a positive ROI is achieved in relation to salary costs, productivity, efficiency and innovation.



LEARNER SUPPORT



Safeguarding at QA

Safeguarding means ensuring the safety and wellbeing of our learners.

At QA, this means ensuring our policies and processes promote and protect learner wellbeing and that while you are on programme, and that while on programme, we teach learners about the types of risk facing modern day British citizens.

This includes cyber risks, mental and physical health information, risks of radicalisation or grooming and much more.

Ways to access support if you are worried for yourself or someone else:

- Call us – anytime 07808 050273
- Email: safeguarding@qa.com
- Contact your Digital Learning Consultant (DLC), tutor or account manager
- Speak to any member of QA staff onsite



Prevent at QA

Prevent is part of the Government's counter-terrorism strategy.

At QA, this means we teach our staff and learners about the four British values: democracy, rule of law, individual liberty and respect and tolerance.

We also work with Prevent partners to identify people at risk of being or causing terror related harm.



Mental Health at QA

Emotional and mental wellbeing is an important component of successful learning.

Understanding how to protect mental health and promote emotional wellbeing is part of modern British citizenship.



DIGITAL BY DESIGN APPRENTICESHIP PROGRAMMES

Digital by Design programmes

QA Digital by Design apprenticeships provide a greater focus on online learning together with using live 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. This ensures that from the beginning of the programme there is a clear focus 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

Discover, practise and apply

All QA apprenticeships use a guided discovery approach to learning, as opposed to traditional methods of delivery such as live events. This shifts the emphasis from content delivery to our learners and their context, resulting in the apprentice feeling empowered to take ownership of their learning experience through the “Discover, Practise, Apply” model.



DISCOVER

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



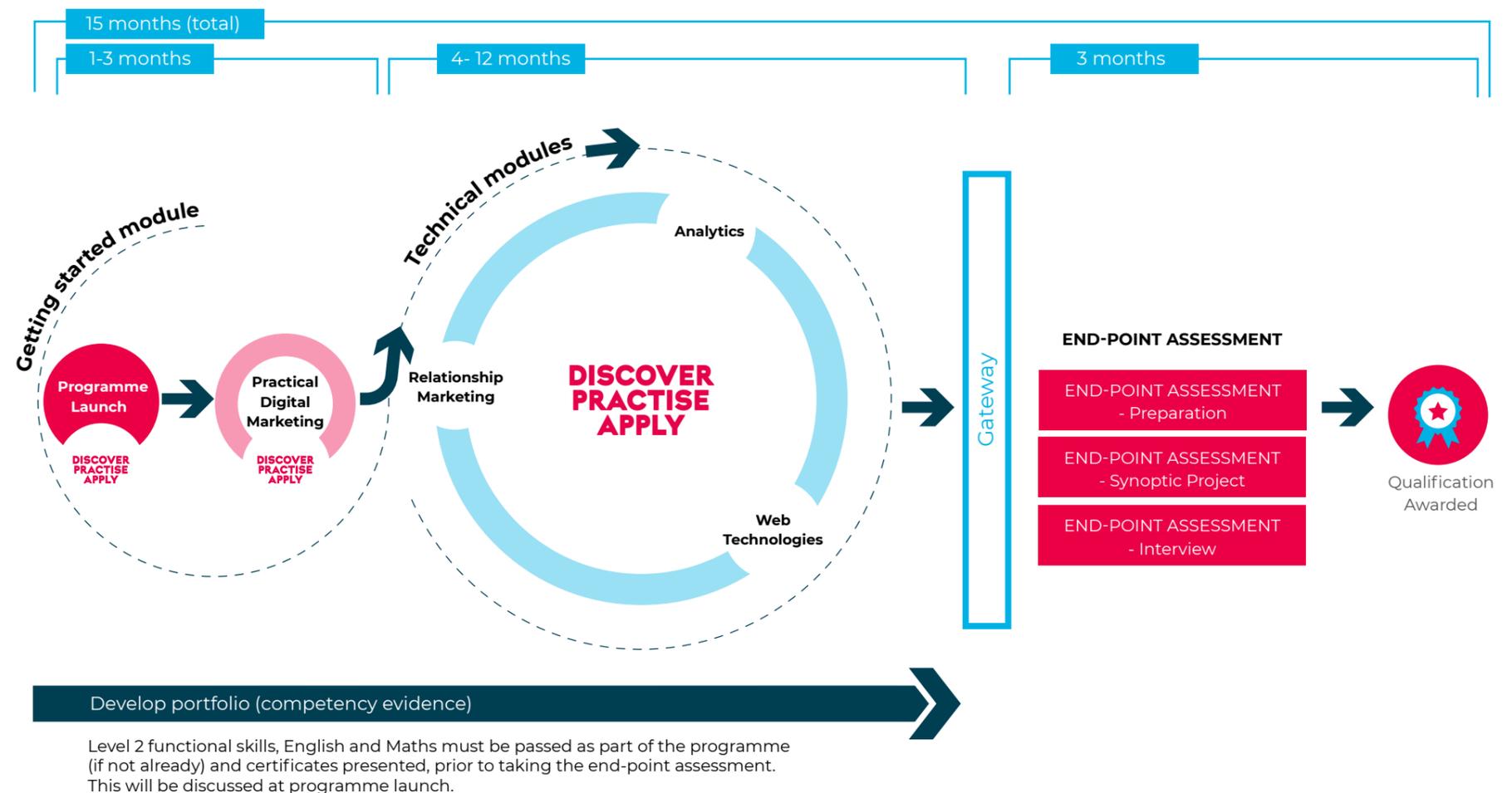
PRACTISE

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



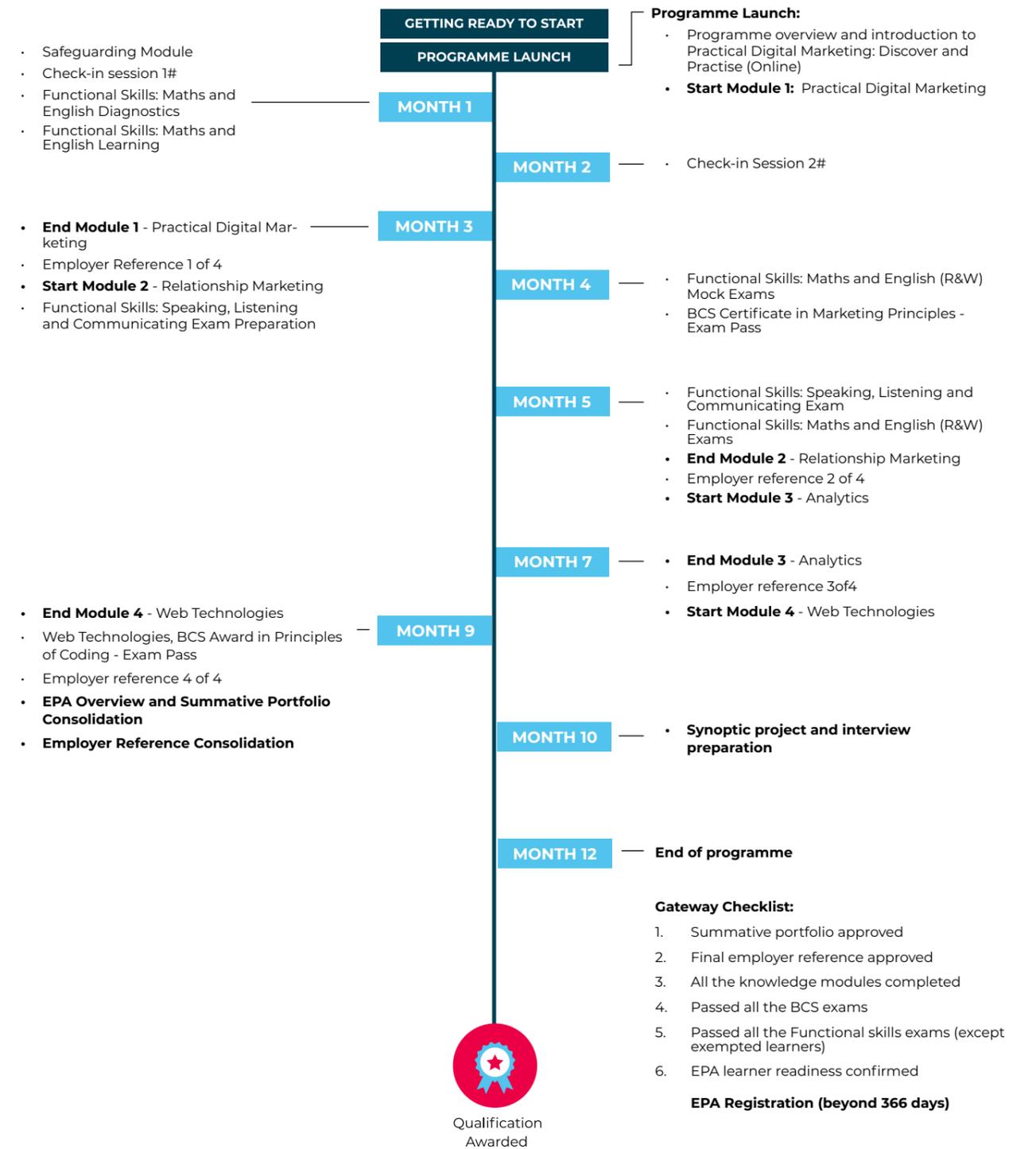
APPLY

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.



THE LEARNER'S JOURNEY

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



GETTING STARTED MODULE

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', 'practise' 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

Programme Launch
(Synchronous Session Online)

Discover. Practise. Apply.

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

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 practise 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

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

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.

Module duration: 10 weeks

Learner-led: 9 days

Classroom attendance: 5 days

TECHNICAL 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

Discover. Practise. 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 practise through the completion of the apply activities supported by the DLC.

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

Module 3:

Analytics (Online)

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

Module 4:

Web Technologies

Discover. Practise. 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 KM1: 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.

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

Gateway and end-point assessment

Consolidation, preparation and assessment (Online)

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

Duration: 5 learner-led weeks + EPA

Qualifications earned



- BCS Level 3 Digital Marketer Apprenticeship
- Principles of Coding (BCS KM1)
- Marketing Principles (BCS KM2)
- Google Analytics IQ (KM3)

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.

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 practise 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, digital learning consultants and employers to work together to ensure learners are supported to succeed in their apprenticeship's end-point assessment (EPA).

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

Preparation for the end-point assessment starts from day one.

STAYING ON-TRACK THROUGHOUT THE PROGRAMME

Learners and employers should start preparing for EPA from the start of the programme. Employers will need to ensure that learners are given the right opportunities at work to develop and prove the knowledge, skills and behaviours in the standard.

For this reason, it is very important to keep learners, digital learning consultants and employers informed about the programme progress. 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 15% 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

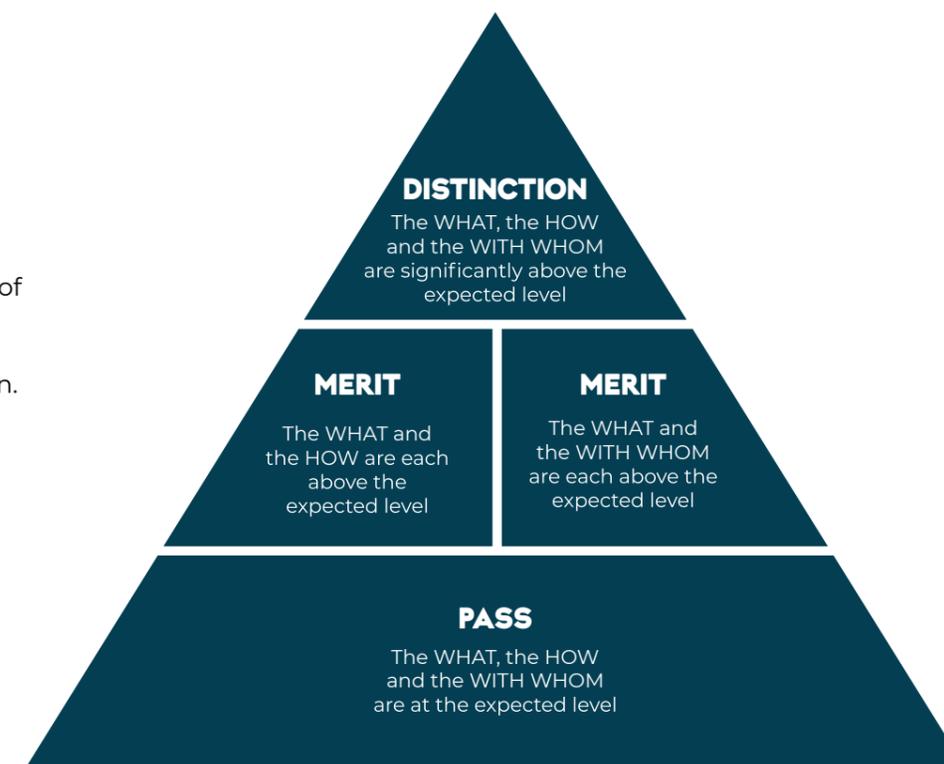
The way the work was done

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.



EXPANDING YOUR TECHNICAL SKILLS WITH cloud academy A QA COMPANY

Our apprentices are given full access to our proprietary Cloud Academy platform for the duration of their programme.

Cloud Academy brings the very latest and up-to-date content to our apprentices through single units, courses and comprehensive learning paths to really build on the core learning outcomes defined within the programme. Furthermore, apprentices are able to prepare for the full suite of vendor qualifications across AWS, GCP and Azure and much more.

Cloud Academy users also benefit from Hands-On Labs, Lab Challenges and Lab Playgrounds providing a safe, sandbox environment in which our learners are able to practise in real time through guided walkthroughs or through their own exploration.

Check out the [Training Library - Cloud Academy](#).



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