



salesforce

DIGITAL MARKETER LEVEL 3



QA has partnered with Salesforce to create new ways of building Salesforce skills. This programme is based on existing Digital Marketer level 3 apprenticeship standards, but has been enhanced with access to the Salesforce Trailhead Academy to include some of the Salesforce skills that employers are most in need of.

WHAT'S SALESFORCE?

Salesforce is a customer relationship management solution that brings companies and customers together. It's one integrated CRM platform that gives all your departments — including marketing, sales, commerce, and service — a single, shared view of every customer.

DURATION 15 months

JOB ROLES THIS PROGRAMME IS GREAT FOR

- Digital Marketing Assistant
- Digital Marketing Executive
- Digital Marketing
- Social Media Executive
- Product Marketing
- Email Marketing Assistant
- Analytics Executive

WHO IT'S A GOOD FIT FOR

Half artist and half scientist, you know the power of a great story - especially when you have the data to back it up. And you're not afraid to dream big while driving real results. On top of that, you have a knack for connecting with people. Ringing a bell?

Then take a look at a career in marketing.'

QUALIFICATIONS

- BCS Level 3 Digital Marketer Apprenticeship
- Principles of Coding (BCS KM1) Marketing Principles (BCS KM2)
- Google Analytics IQ (KM3)
- Salesforce Marketing Cloud Email Specialist Certification

To view the Trailhead Marketer career path please [click here](#)



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.



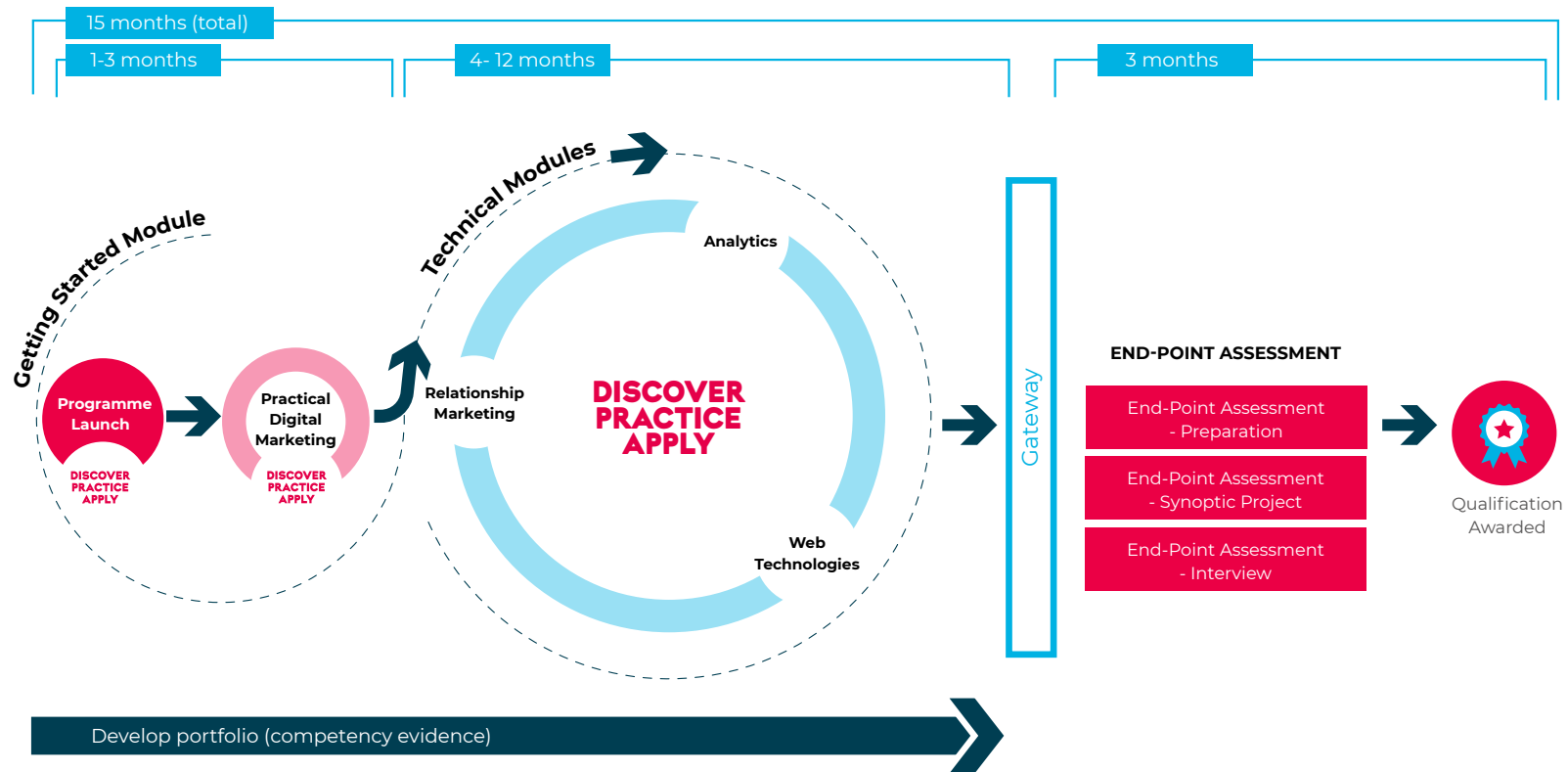
PRACTISE

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.



Develop portfolio (competency evidence)

Level 2 functional skills, English and maths must be passed as part of the programme (if not already) and certificates presented, prior to taking the End-Point Assessment. This will be discussed at programme launch.

[Click here](#) to see the Digital Marketer modules in more detail.