



Digital Marketer

Course Overview

- ◆ This apprenticeship programme includes learning about the primary role of a Digital Marketer, who will design, build and implement digital campaigns across a variety of online and social media platforms to promote customer engagement, retention and acquisition.
- ◆ The apprentice will learn how to work as part of a team and be responsible for some of the elements towards the overall marketing plan or campaign.
- ◆ They will work towards marketing briefs and instructions, and report to a digital marketing manager, a marketing manager or an IT manager.
- ◆ Students will learn how to use digital tools effectively and keep up-to-date with latest developments in digital media technologies and trends associated to the marketing brief and plans.
- ◆ Some of the core competencies the apprentice will learn include: applying a good level of written communication for a range of audiences and digital platforms, analysing and contributing to information on the digital environment, reviewing and monitoring online activity to provide recommendations and insights to others, and responding efficiently to enquiries received using online and social media platforms.

Who is it aimed at?

It's open to all ages - not just school or college leavers, employed adults are eligible too. The course is for anyone interested in the following job roles:

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

Duration

- ◆ This apprenticeship takes approximately 18 months for the apprentice to fully complete.

How is this apprenticeship delivered?

- ◆ As part of this apprenticeship programme, the apprentice will learn and work on the employer premises, completing tasks for portfolio building and practical role-related projects.

Entry requirements

- ◆ Employers set their own entry specification but the apprentice will complete Maths and English functional skills if they did not achieve GCSE grade 4 or above.

Off-the-job funding rule

- ◆ The funding rules state that 20% of the apprentice's time must be spent completing off-the-job training, this may include different activities and is measured over the course of the apprenticeship.
- ◆ Apprentices will be required to undertake the equivalent of a day's training to meet this funding rule. This could be either attending BCoT, shadowing another department/role, online learning, or manufacturer training and will be fully documented in their portfolio.

Progression opportunities

- ◆ Upon completion of the apprenticeship, with the transferable skills gained, the apprentice can progress into a number of Digital Marketing roles across the industry, or specialise in a particular area of marketing.
- ◆ The apprentice may also progress their training further and work towards other relevant qualifications related to their role in the workplace. Upon completion, the individual will be eligible to apply for the Register of IT Technicians and can join as an Affiliate (Professional) member of the CIM (Chartered Institute of Marketing) and/or Associate membership of BCS.

Did you know?

- ◆ An apprentice can be a new or existing employee.
- ◆ Apprenticeships are open to anyone living in England over the age of 16 and not in full-time education.
- ◆ Apprenticeship programmes can go up to degree level.

- ◆ BCoT is one of the largest providers of apprenticeships in the region. We work with large and small employers across all industry sectors.
- ◆ BCoT is in the top 30% of colleges nationally for timely achievement of apprenticeships for all ages and levels - National Achievement Rate Tables 2017/18.

Get in touch

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