

Digital Marketer Apprenticeship



Digital Marketer - Level 3

The Digital Marketer Apprenticeship will teach learners how to define, design, build and implement digital campaigns across a variety of online and social media platforms - driving customer acquisition, customer engagement and customer retention.

The course has been specifically designed to build a foundation for success - providing apprentices with the key knowledge and skills needed to become a professional Digital Marketer.

As part of the programme, apprentices will work closely with an assessor and support team to guide them through the units providing a deeper understanding and confidence to enter the workplace feeling fully prepared.

Call us on 020 8532 3400
apprenticeships@digitalskillsuk.com
www.digitalskillsuk.com



Factsheet

“ 92% of our Apprentices progress onto full-time employment and/or higher education ”

Typically 15 months*

Induction
Assessment & Customer
Service Skills**
Face-to-Face
Learning

Introduction to
Marketing

Online
Learning

Introduction to
HTML5 & CSS3

Face-to-Face
Learning

SEO & PPC

Face-to-Face
Learning

MTA HTML5 Certification
OR Google Analytics IQ

Face-to-Face
Learning

Multimedia
Software

Face-to-Face
Learning

Principles of Digital
Marketing & E-Commerce

Face-to-Face
Learning

Assessment Preparation &
Assessment Gateway

Blended
Learning

Assessment Phase



Entry Requirements

Progression from Level 2 Apprenticeship or a formal Level 2 Qualification in Digital Marketing or equivalent, plus A-C in English and Maths, or the capability to achieve Functional Skills Level 2.



Example Job Roles

- Digital Marketing Assistant
- Digital Marketing Executive
- Campaign Executive
- Social Media Executive
- Email Marketing Assistant
- Analytics Executive
- and much more...



Progression

Successful completion of the Level 3 could lead to a Level 4 Higher Apprenticeship, progressing onto a degree or full-time employment in the relevant sector.



Application Process

To find out more or speak to us about vacancies please call **020 8532 3400** or email us on **apprenticeships@digitalskillsuk.com**.

*Times & learning may vary based on individual
**Functional skills will be provided if required

