



APPRENTICESHIP TRAINING:

Digital Marketer Level 3

Equip your employees with the latest skills in digital marketing



NTG
TRAINING

Apprenticeship Programme

This apprenticeship course is designed for individuals who want to specialise in digital marketing.

Upon completion of the course, learners will be able to develop and implement digital campaigns across a variety of online and social media platforms.

Upon completion of the course, learners will have a good working knowledge on how to:

- Develop and implement digital communications strategies and campaigns
- Define market segments
- Create social ads
- Create Google Adwords campaigns
- Create Email marketing campaigns
- Create and publish outstanding content
- Analyse and evaluate marketing campaigns

They will also learn the principles of coding which will give them a basic understanding of website development.

Typical job roles for this course include: Digital Marketing Assistant, Digital Marketing Executive, Digital Marketing Co-ordinator, Campaign Executive, Social Media Executive, Content Co-ordinator, Email Marketing Assistant, SEO Executive, Analytics Executive, Digital Marketing Technologist.

By engaging NTG Training to deliver this apprenticeship programme, you can upskill your current marketing or administrative staff, or recruit and train new high-calibre apprentices by investing in their training and development.

The duration of this apprenticeship is 15 months, with the final 3 months being dedicated to end point assessment.

Our training is tailored to suit your business needs and we will work around you to put together a training plan using a blend of online training, webinars and face-to-face workshops at your premises.

Apprentix – flexible e-learning software

Apprentix is a collaborative e-learning and e-portfolio management system for apprenticeship training. It offers a user-friendly “Netflix-style” interface for apprentices, giving over 200 hours of high quality online learning for each standard.

Apprentices have access to all the e-learning courses on the system free of charge in addition to the courses built into the apprenticeship package. These can be accessed online anytime, from anywhere, to meet your business needs and saving you time and money.



Course Overview

During this course, learners will complete training and activities to cover the modules below.

The principles of marketing

- The Marketing Mix
- How to write a marketing campaign
- Working with a marketing team
- Market segmentation
- Target audiences
- Product Life Cycles
- Brand Guidelines

Digital & social strategies

- What are digital and social strategies?
- Aligning strategies with business objectives
- Monitoring and managing online reputation
- What are the key marketing metrics?

Social media marketing

- Using different tools and channels
- Scheduling content and content calendars
- Creating paid social adverts
- Analysing results
- Engaging with different audiences
- Social Media listening and competitor monitoring

SEO, Adwords & Content Strategy

- SEO fundamentals
- Keyword research
- How to create Google Adwords campaigns
- Link building techniques
- Measuring digital success through Google Analytics

Email and Content Marketing

- Creating Email campaigns
- Targeting market segments
- Automated and personalised campaigns
- Measuring success
- AB and Multivariate testing

Online security and copywrite procedures

- Impacts of GDPR
- Internet security policies
- Reporting security threats
- Safe use and transport of digital and physical data

The principles of coding

- How websites work
- How the web functions
- Basic logic gateways
- How search engines rank a site
- How to utilise cookies
- The roles of W3C and IETF

Google Analytics IQ

- Analyse website metrics
- Identify trends
- Manage market segments
- Perform Conversion Rate Optimisation

What qualifications will be achieved?

We work with you to develop your employees and deliver up-to-date and relevant skills to enable them to apply the skills they have learnt directly to benefit your business.

Learners will get:

- Digital Marketer Level 3 Standard
- Award in Principles of Coding
- DOT Native Certification or CIW site development Associate/CIW Social Media
- Certificate in Principles of Marketing or Certificate in Digital Marketing
- Google Analytics IQ



End Point Assessment

The course duration is 15 months. During the first 12 months, the learner will be expected to complete three multiple choice exams, create a portfolio of work and complete their optional qualifications.

In the final 3 months of the course, the learner will complete an end point assessment including a project, an interview and an employer reference.

Develop your Digital Marketing talent of the future today!

We offer a complimentary consultancy service to ensure we find the best qualification for you and your business.

Contact us to discuss this opportunity further.

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