

# WE ARE HERE TO HELP APPRENTICES BEE WHAT THEY WANT TO BEE

## Digital Marketer Apprenticeship

For more information on this apprenticeship standard, visit the [Institute for Apprenticeships](https://www.institute-for-apprenticeships.com).

### 1 The Apprenticeship

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 work as part of a team and 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 and will normally report to a Digital Marketing Manager, a Marketing Manager or an IT Manager.

Apprentices must achieve one internationally recognised vendor or professional qualification in order to complete the Digital Marketer apprenticeship, these can be found on the TQUK EPA website or on page 2. The Digital Marketer apprenticeship is recognised for entry on to the Register of IT Technicians and those who complete their apprenticeship are eligible to apply for registration. Completion of the apprenticeship would also allow access to join as an Affiliate (Professional) member of the CIM (Chartered Institute of Marketing) and/or Associate membership of BCS.

Funding Band: 14 (£11,000)

Duration: 18 months

Level: 3



### 3 On-the-job and Off-the-job training

This is where all the apprentice's training and development takes place. They will be busy making sure they have packed all the essential items to complete their journey. This may include a qualification if it is identified as a requirement in the standard.

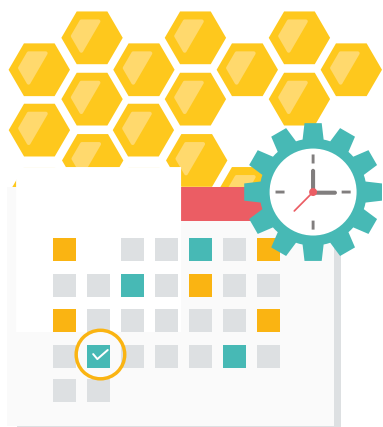
Formative assessment of skills, knowledge and behaviours is required in the delivery of the standard and this will be outlined in the assessment plan. Mathematics and English are required (level varies according to the standard).



### 2 Initial Assessment Plan

Employers will set their own entry requirements in order to start on this apprenticeship. This will include:

- Level 2 Award in Functional Skills English
- Level 2 Award in Functional Skills Mathematics



## 4 Gateway

In order to enter into this phase, the apprentice will need to have passed all the relevant knowledge, skill and behaviour criteria as set out in the apprenticeship standard. It will be the employer's decision to place an apprentice through End-Point Assessment.



In order to pass, the apprentice must have achieved:

- Level 2 Award in Functional Skills English and Mathematics
- One internationally recognised vendor or professional qualification from the following: MTA HTML 5, CIW (Site Development Associate), Google Squared, CIM (CIM Level 4 Award in Digital Marketing) Dot Native, CIW (Internet Business Associate), Google Analytics IQ, CIM (CIM Level 4 Award in Digital Marketing) CIW (Data Analytics), CIW (Social Media), Dot Native.

If all the above has been completed, employers can feel confident that they are putting forward apprentices who are in the best shape to pass their End-Point Assessment.

## 5 End-Point Assessment

The synoptic End-Point Assessment will consist of four components.



Summative Portfolio	Synoptic Project	Employer Reference	Interview
The Summative Portfolio provides evidence against the totality of the standard, based on the application of knowledge, competence and behaviours to real work projects in the work environment. This is key to ensure the validity of the final assessment decision.	The Synoptic Project provides evidence against a selected set of knowledge, competencies and behaviours against a pre-defined project undertaken in a controlled environment. This is key to ensure consistency and comparability, increasing the accuracy of the assessment decision.	The Employer Reference provides the employer's perspective on how the apprentice has performed in the workplace and how they have applied their knowledge, competencies and behaviours in work projects.	The Interview component to the End-Point Assessment provides an opportunity for further evidence to be gathered and/or evidence to be explored in more detail against any of the knowledge, competence or behaviours. This also increases accuracy and validity.
<b>Criteria</b>			
<b>the 'What'</b> what the apprentice has shown they can do	<b>the 'How'</b> the way in which the work has been done	<b>the 'With Whom'</b> the personal and interpersonal qualities the apprentice has brought to internal and external relationships	

## Grading

The apprenticeship can be given one of four grades: fail, pass, merit or distinction. The final grade can be calculated according to the following criteria:

What	How	With Whom	GRADE
minimum requirement	minimum requirement	minimum requirement	Pass
		significantly above requirement	Pass
	significantly above requirement	minimum requirement	Pass
		significantly above requirement	Pass
significantly above requirement	minimum requirement	minimum requirement	Pass
		significantly above requirement	Merit
	significantly above requirement	minimum requirement	Merit
		significantly above requirement	Distinction



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## Completion and Certification

Once the assessor verifies the elements of the standard and the apprentice has successfully completed all elements at the End-Point Assessment, TQUK will initiate the certificate process. Working with Education & Skills Funding Agency, we will ensure that apprentices receive their certificate in recognition of completing their apprenticeship.

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## Occupational competence

Upon completion of the Digital Marketer apprenticeship standard, the apprentice will be eligible for entry on to the Register of IT Technicians.

Completion of the apprenticeship would also allow access for the apprentice to join as an Affiliate (Professional) member of the CIM (Chartered Institute of Marketing) and/or Associate membership of BCS.

