



**WISEORIGIN**  
COLLEGE

# DIGITAL MARKETING APPRENTICESHIP

LEVEL 3



Work Based Learning, Done Right

An Apprenticeship is a real job with training so they are a great way to continue your education whilst getting paid and pick up industry recognised qualifications as you go. As an apprentice, you will work alongside experienced staff, gain job-specific skills, earn a wage, and be given time to study towards recognised qualifications.

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 be working as part of a team, in which 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. They will normally report to a digital marketing manager, a marketing manager or an IT Manager.

## What are the entry requirements?

There are no specific academic entry requirements however, all applicants need to attend an interview with a recruitment officer and undertake an initial English and Maths assessment.

The initial entry points for English and Maths are as follows:

For level 2 apprenticeships the minimum entry level for English and Maths is 'Entry level 3' (E3).

For all level 3 and 4 apprenticeships the minimum entry level for English and Maths is level 1, ideally level 2.

For all level 5 apprenticeships the minimum entry level for English and Maths is level 2 however, in some individual circumstances level 1 may be considered.

## Who is this Apprenticeship for?

Typical job roles 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.

## Knowledge, Skills & Behaviours:

**Technical Competencies:** Written communication, research, technologies, data, customer service, problem solving, analysis, implementation, applies at least two of the following specialist areas, search marketing, search engine optimisation, e-mail marketing, web analytics and metrics, mobile apps and pay-per click, uses digital tools effectively, digital analytics, interprets and follows, latest developments in digital media technologies and trends marketing briefs and plans company defined 'customer standards' or industry practice for marketing company, team or client approaches to continuous integration, can operate effectively in their own business's, their customers and industry's environment.

### Technical knowledge and understanding:

Principles of coding, basic marketing principles, the customer lifecycle, customer relationship...

marketing, how teams work effectively to deliver digital marketing campaigns and can deliver accordingly, digital and social media strategies, search marketing, search engine optimisation, email marketing, web analytics and metrics, mobile apps, pay per click, major digital and social media platforms, business environment and business issues related to digital marketing and customer needs, digital etiquette, digital platforms integrate in to the working environment, understands and follows and require security levels necessary to protect data across digital and social media platforms.

### Underpinning skills, attitudes and behaviours:

Logical and creative thinking skills, analytical and problem-solving skills, ability to work independently and to take responsibility, can use own initiative, a thorough and organised approach, ability to work with a range of internal and external people, ability to communicate effectively in a variety of situations, maintain productive, professional and secure working environment.

**Duration - 12 Months**

**National Delivery:** Delivery will be via a combination of classroom based training and training within the workplace.



**For further information and to apply:**



[www.wiseorigincollege.com](http://www.wiseorigincollege.com)



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