

Digital Marketer (Integrated Degree)

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CENTRE



The Digital Marketer develops and implements a digital marketing strategy using various channels, responding to business opportunities and customer needs. They utilise content marketing, campaign management principles, and financial and analytical tools to deliver successful initiatives. Job titles may include Digital Marketing Executive, Social Media Specialist, Content Marketing Executive, and others.

Entry Requirements

- Individual employers will set the selection/entry criteria.
- To be eligible to study for a Degree, typically candidates will have achieved grade C or above in at least five GCSEs including English and Maths, and at least two A levels or equivalent Level 3 qualifications.
- Candidates may have previously been in a Digital Marketer role or be able to demonstrate a real passion and personal experience in digital marketing.

Apprenticeship Duration

This apprenticeship typically takes 36 months.

Level

This apprenticeship standard is set at level 6.

Qualifications

- Bachelor Degree in Digital Marketing.
- Apprentices without level 2 English and maths will need to achieve this level prior to taking the End Point Assessment.
- For those with an education, health and care plan or a legacy statement, the apprenticeship's English and maths minimum requirement is Entry Level 3. A British Sign Language (BSL) qualification is an alternative to the English qualification for those whose primary language is BSL.

Professional Recognition

Apprentices can apply for professional registration at associate grade with CIM, IDM, and BCS. This apprenticeship is also recognized by BCS for entry onto the register of IT technicians confirming SFIA level 3 competence.

End Assessment

The employer, training provider and apprentice will agree together about when the apprentice is ready to undertake the independent end assessment.

ART Providers Trainers

They will help the apprentice decide on a personal learning and development plan and help then setting a timetable of learning activities in preparation for the End Point Assessment (EPA). The ART Providers Training Consultant will meet with the apprentice regularly either online or face to face to complete and review assessments, provide further coaching and agree the next steps of the learning process.



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Occupational Knowledge: The Digital Marketer will be able to understand:

- The strategic implications of the disruptive digital environment.
- Natural/organic and paid marketing to increase the visibility and promotion of websites.
- The leading marketing theorists and practitioners when managing and implementing brand equity, brand awareness and strategic brand management.
- Professional bodies and their insights into emerging technologies, trends and themes within the digital marketing environment.
- Customer insight, strategic relationships, acquisition and focus of customers, taking into account the customer experience and retention /loyalty.
- How to foster business-to-business (B2B) marketing relationships through social media to launch products based on price and popularity.
- The types of online and offline paid, owned and earned media, and how this works together.
- Digital marketing regulatory requirements, data protection, compliance and ethics, both national and international.
- The Digital Marketing environment for International marketing and multichannel marketing, for agencies as well as client.
- Stakeholder and customer requirements, commercial awareness and business improvement processes that are relevant to campaign management.
- Digital graphic design, interface design, and authoring.
- The user experience, and how to maximise engagement.
- Segmentation, targeting and application of sales funnel, path to purchase, and customer attribution.
- E-commerce and the importance of product descriptions, images, site layout and what makes a good online shopping experience.

Occupational Skills:

- Develop and critically apply the concepts, principles and theories of marketing relevant to the interdisciplinary topics of digital marketing.
- Apply the 4 marketing principles (product, price, place, promotion) and considerations of the business / marketing campaign.
- Write and create content for the different audiences, online channels and create clear “Call to Actions” and user journeys.
- Demonstrate how to promote and apply content marketing effectively through the appropriate media channels, relationship management systems and communication platforms to ensure brand and cultural awareness are maintained throughout marketing strategies.
- Select a variety of appropriate research methodologies, platforms and technologies to synthesise information and apply to the organisation’s digital marketing strategies, drivers and customer behaviours.
- Manage, plan, specify, lead and report on digital marketing projects.
- Manage and optimise key channels and content within a digital marketing plan.
- Manage interfaces and the supply network of the organisation and customer by applying the appropriate E-commerce strategies and models available and whenever appropriate taking global engagements into account.
- Apply a marketing mix / digital marketing mix to meet customer expectations.
- Accurately observe, record and draw conclusions from all types statistical analysis of campaign performance, recognising inherent uncertainties and limitations with financial and budgetary requirements to demonstrate Return on Investment (ROI).
- Engage communities through Email Marketing and Social Media to stimulate and encourage communication through positive discussion and engagement.
- Apply the appropriate tools for a data-led approach to analyse marketing information and platforms, data and social media and recognise what is actually important for insights and optimisation to provide solutions for marketing decisions.
- Contribute to business, planning and marketing strategies to recognise and respond quickly to opportunities and customer requirements whilst embracing change.
- Identify, recognise and understand internal and external business intelligence and factors that may impact future operations.
- Interpret, communicate and brief internal or external stakeholders on digital business requirements.

Behaviours:

- Communicating and actively listening at all levels.
- Working under pressure and unsupervised, and interacting effectively within teams.
- Considering the impact of work on others, especially where related to culture, diversity, and equality.
- Demonstrating business disciplines and compliance with procedures and principles to ensure work is of high quality and fit for purpose, with high attention to detail and the ability to work to deadlines.
- Showing integrity and respecting confidentiality and data security in work and personal situations.
- Being enthusiastic and having a thorough and flexible approach to work and to personal development through CPD and life-long learning.
- Applying logical thinking and a creative approach to problem-solving to systematically analyse and apply structured techniques to complex systems and situations.

Independent End Point Assessment

The independent end assessment ensures that all apprentices consistently achieve industry-set professional standards and can start working immediately once they have completed a minimum period of learning and development

End Point Assessment Gateway

Apprentices who have completed all elements within their Degree programme will be able to access the end-point assessment gateway and complete the final EPA.

The employer, in conference with the EPAO, needs to ensure that the apprentice has:

- Met all the KSBs in the standard
- Passed all required modules in the Degree
- Completed the work based project
- Successfully achieved Level 2 English and Maths

Summary of Independent End Point Assessment Process

The end point assessment consists of two methods:

- Report on work based Project (Report) and Presentation of the Report (Presentation)
- Interview

The end point assessment would typically take 6 months.

Report and Presentation

The HEI is responsible for managing and arranging the delivery of the report and presentation, ensuring that all requirements are met. The apprentice submits the report before the EPA deadline and presents it, addressing the KSBs identified. The Independent Assessor assesses and grades the report and presentation, ensuring consistency and objectivity, and puts the apprentice at ease. The assessment is graded in accordance with the end-point assessment grading criteria.



Interview

The apprentice should be able to clearly articulate and answer any questions posed during the interview. The Independent Assessor ensures consistency and objectivity throughout the interview, assesses and grades it according to the end-point assessment grading, probes/explores the KSB, records key points about the apprentice's responses, and uses the evidence gained during the interview to assess and grade

