Digital Marketer

Our Approach

At Oxford Applied Training we want to support your business strategy by helping you to access Government funded training. We have developed a blended learning approach that makes full use of technology to minimise the disruption of day-to-day business activities while maintaining substantial human contact to ensure consistent quality of the user experience and support.

The Level 3 Digital Marketer qualification has been developed to train people to use online and social media platforms to design, build and implement campaigns and drive customer sales. It teaches skills such as Information security, customer lifecycle, data management and analytics, market segmentation and customer relationship management. The programme includes the following qualifications: BCS Level 3 Digital Marketer Apprenticeship, Principles of Coding (BCS KM1), Marketing Principles (BCS KM2), Google Analytics Individual Qualification (IQ).

Duration
18 Months

Qualification Level
Level 3

Professional Links
BCS

Requirements
GCSE Maths & English or Equivalent

Who is it For?

Typical roles associated with Digital Marketers are: 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.

Responsibilities

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. Usually working part of a team, they will have responsibility for some of the straightforward elements of a marketing plan, typically reporting to a marketing or IT Manager.

20% Off the Job

Off the job training is defined as learning which is undertaken outside of your normal day to day responsibilities and contributes towards the achievement of your apprenticeship standard.

Funding

For non-levy paying SMEs the government can fund up to 95% of the costs, subject to certain conditions. An expert OAT consultant will guide you through the most advantageous funding options before the programme starts.

Why BCS?

BCS is the only royal chartered professional body in the UK dedicated to setting and promoting the highest standards in professional competence, conduct and practice within the IT industry. With a member community of 68 000 BCS gives IT professionals a network to help raise standards of competence and conduct, creating a diverse and sustainable IT profession with opportunities for development and progression at every step through professional registration, qualifications and frameworks.

For more information on this programme, visit www.oxfordappliedtraining.co.uk

DIGITAL FIRST APPRENTICESHIPS

Digital Marketer - Cohort Delivery Model

Induction and programme overview

DOT Native
Social Media (1 Month)

Maths and English - Functional Skills (3-6 Months)

DOT Native
Branding (1 Month)

Month 1

Fundamental Thinking - VLE (7 Months)

Mentor Support Sessions & Quarterly Review - Skills Coach Sessions (12 Months)

Month 2

Month 3

DOT Native
Content Marketing (1 Month)

DOT Native
Mobile Marketing (1 Month)

Presentation of PDP

Month 4

Month 5

DOT Native
Analytics (1 Month)

Month 6

DOT Native
SEO (1 Month)

Project 1 - EPA Preparation

DOT Native
Ad-Tech (1 Month)

Project 2 - EPA Preparation

Month 7

Month 8

Principles of Coding - VLE (3 Months)

DOT Native
Programatic (1 Month)

Project 3 - EPA Preparation

DOT Native
CRM & CVM (1 Month)

Project 4 - EPA Preparation

Month 9

DOT Native
Digital Ecosystems (1 Month)

Portfolio of Evidence (Showcase) - EPA Preparation

Month 10

Month 11

End-Point Assessment Preparation- EPA Preparation:
-Mock test
-Mock interview
-Plan Gateway meeting (1 Month)

GATEWAY and EPA
- Synoptic Project
- Structured Competency Based Interview
- Assessment of portfolio of evidence
- Employer Reference

Month 12

Months 13-15

Course Completion

CMI Chartered Management Institute | ncfe. | Education & Skills Funding Agency | Apprenticeships | BCS The Chartered Institute for IT | video arts Longer lasting learning