



DIGITAL MARKETING LEVEL 3

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 and help grow your organisations presence online.

WHY CHOOSE INSPIRE ATA?

We work with high-quality training providers to deliver a wide range of training programmes through a blended learning approach that is tailored to each learner’s needs. Inspire ATA recruits and employs each apprentice on behalf of the “host” client, enabling us to offer additional support and a better experience for both apprentice and client. We can also offer flexi-job apprenticeships which means we are able to offer short term contracts and other non-standard employment models.

TOTAL DURATION: 20 MONTHS
PRACTICAL PERIOD: 17 MONTHS
EPA PERIOD: 3 MONTHS
EPA ORGANISATION: TQUK
ASSESSMENT METHOD: PORTFOLIO

KNOWLEDGE, SKILLS AND BEHAVIOURS THE CORE SKILLS TO BE DEVELOPED INCLUDE:

- Learning to operate effectively in their own businesses, their customers’ and the industry’s environments.
- Learning the principles of all of the following specialist areas: search marketing, search engine optimisation, email marketing, web analytics and metrics, mobile apps and Pay-Per-Click and understands how these can work together.
- Competency in content creation.
- Using digital tools effectively.
- Measuring and evaluating the success of digital marketing activities through analytics.
- Understanding and can apply basic marketing principles.

DIGITAL MARKETING

KNOWLEDGE

- Understands the principles of coding
- Understands and can apply basic marketing principles
- Understands and can apply the customer lifecycle
- Understands the role of customer relationship marketing
- Understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly
- Understands the main components of Digital and Social Media Strategies
- Understands the principles of all of the following specialist areas: search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click and understands how these can work together
- Understands the similarities and differences, including positives and negatives, of all the major digital and social media platforms

SKILLS

- Applies a good level of written communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication
- Recommends and applies effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives
- Reviews, monitors and analyses online activity and provides recommendations and insights to others
- Responds efficiently to enquiries using online and social media platforms.
- Understands and creates basic analytical dashboards using appropriate digital tools
- Builds and implements digital campaigns across a variety of digital media platforms
- 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
- Measures and evaluates the success of digital marketing activities

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

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