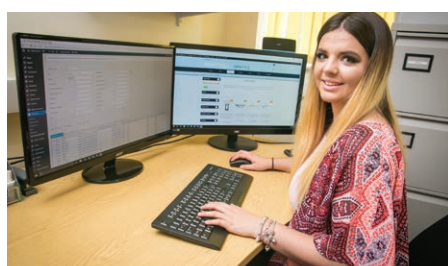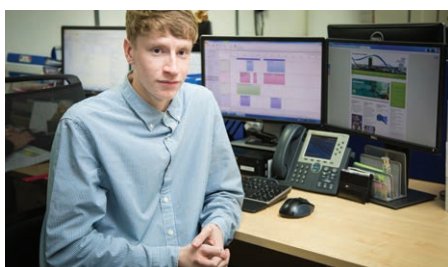# Digital Marketer

Level 3

Skills Training UK is a leading independent apprenticeships training provider with a proven track record in partnering with NHS Trusts.

We are committed to helping you understand and use the opportunity of the Apprenticeship Levy to develop and deliver training which effectively supports your plans for patient-centred care and CQI.

This apprenticeship is designed for individuals working within an NHS or healthcare organisation who specialise in digital marketing or managing website content.

They will be responsible for developing and implementing digital campaigns across a variety of online and social media platforms to reach patients and wider stakeholders.

Role Requirements

The learner must have the knowledge to be able to carry out (as a minimum) the list below:

- Help develop and implement digital communications strategies and campaigns
- Use a wide variety of digital technologies and tools over a range of platforms and user interfaces to reach audiences.
- Respond efficiently to enquiries using online and social media platforms
- Understand and create basic analytical dashboards using appropriate digital tools
- Carry out at least two specialist areas of digital marketing e.g. search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click
- Understand and manage digital analytics, measuring and evaluating the success of digital marketing activities
- Understand and Interpret:
  - Latest developments in digital media technologies and trends
  - Marketing briefs and plans
  - Good practice for marketing and standards for NHS and healthcare organisations
  - Company, team or client approaches to continuous integration

Duration

The duration of this apprenticeship is typically 16 months. Please note the last 3 months of the apprenticeship are allocated for the end point assessment.

Employer Commitment

An employer must be prepared to provide the learner with the opportunity to carry out work and be part of projects which will enable the learner to produce substantial evidence towards their qualification.

In order to ensure the successful progression of the learner we request that employers participate in joint reviews of the learner's progress at regular

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<< intervals throughout the apprenticeship. This ensures continued and positive progress through the apprenticeship. It will also provide the opportunity to discuss and agree how any issues are to be resolved and how additional stretching and challenging activities can be built in.

Eligibility

Learner must hold Level 2 qualifications, which could include: Grade A-C GCSE's, a level 2 apprenticeship or other relevant qualifications. Must have a minimum of 12 months' experience with the role or similar. Maths and English qualifications must be held; minimum accepted levels include: Grade D GCSE or Level 1 Functional Skills.

Knowledge Modules

Module 1: Principles of Coding

Module 2: Marketing Principles

Module 3: Digital Marketing Business Principle

Vendor Qualifications

Within this apprenticeship, learners must achieve a minimum of one internationally recognised vendor or professional qualification. The vendor qualifications directly cross reference against the Ofqual-regulated knowledge modules and as such, the completion of a vendor qualification then exempts the learner from the corresponding knowledge module.

Professional/vendor qualifications:

MTA HTML 5

CIM Level 4 Award in Digital Marketing

Additional vendor qualifications may be available.

How Do We Support

During the duration of the programme, the learner will have a dedicated trainer-assessor who will visit them within the work place a minimum of once per month in order to support their learning, development of competency and generation of evidence. This will also be supported between visits by off-site information, advice, guidance, academic progress and technical competence support.

The assessor will work with the learner and the employer in order to ensure that all learning needs are being met for both parties, in order to ensure successful progression against all elements of the apprenticeship during the period of the programme. The knowledge modules and vendor qualifications will require formal teaching sessions, which may take place within an appropriate area within the workplace or off site, in order to ensure the learner gets the maximum benefit of the learning to successfully pass all associated exams.

Independent End Point Assessment

In order to pass the apprenticeship, the learner needs to successfully pass the End Point Assessment. This assessment is made up of a number of stages:

- A portfolio – this is a collection of evidence from real work projects
- A project – undertaken within a controlled environment (away from the day to day workplace) over the period of one-week
- An employer reference – this is usually carried out via a face to face or skype call with an assessor from the end point assessment body
- A learner interview – this is carried out via a face to face or skype call with an assessor from the End Point Assessment body, where questioning will be carried out around the contents of the portfolio and the project

The assessor from the end point assessment body will then decide whether to award successful apprentices with a pass, a merit or a distinction.

Professional Recognition

This apprenticeship is recognised for entry on to the Register of IT Technicians and those completing their apprenticeships 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.

Please get in touch
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