

DIGITAL MARKETER Apprenticeship

through Harrow College & Uxbridge College

STUDENT FACTSHEET YOUR FUTURE STARTS HERE

Harness the power of online media. Many companies thrive or fail on the success of their online presence. This apprenticeship builds your knowledge to become skilled operational digital marketers. It teaches you how to understand and influence customer behaviour, and drive a business forward online and social media.

Key Information

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|--------------------------|--|
| Level | 3 |
| Duration | 18 months |
| Entry requirements | The requirement will be decided by each employer, but GCSEs/ A Level may require |
| Delivery | A minimum of 30 hours of on the job training at work place per week including a day/ block release to study theory at our Uxbridge/ Hayes/ Harrow campus |
| Typical job titles | 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 |
| Key responsibilities | 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. They will normally report to a digital marketing manager, a marketing manager or an IT Manager. |
| 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. |

Employers involved in creating this standard:

IBM, Capgemini, Microsoft, Cisco, BT, HP, The Royal Signals, Lowe and Partners, Qinetiq, Weboo, 4Ps Marketing, Fujitsu, Accenture, Atos, CGI, Visa, Contentive, Thales, Ticket Master, NCA, Virgin Media

Choose a Trusted Provider



We are a top provider in London with consistently high success rates



We are the largest college provider of apprenticeships in west London



We work with major companies including British Airways Brunel University London & Menzies etc.



Most of our apprentices secure employment at the end of their apprenticeship

Discounted travel with an Apprentice Oyster card

Discounts on shopping with an NUS Apprentice Extra Card

Knowledge Modules

Knowledge Module 1: Principles of Coding (for level 3 Digital Marketer Apprenticeship)

Knowledge Module 2: Marketing Principles (for Level 3 Digital Marketer)

Knowledge Module 3: Digital Marketing Business Principle (for level 3 Digital Marketer Apprenticeship)

Vendor or Professional Qualifications

MTA HTML 5
CIW – Site Development Associate

Google Squared
CIM (CIM level 4 award in Digital Marketing)
Dot Native
CIW – Internet Business Associate

Google Analytics IQ
CIM (CIM level 4 award in Digital Marketing)
CIW – Data Analytics
CIW – Social Media Dot Native
Google Squared

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🐦 @HCUCskills



Apprenticeships & Skills
Harrow College & Uxbridge College

Sample Modules and Content

Technical Competencies

Written communication: applies a good level of written communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication

Research: analyses and contributes information on the digital environment to inform short and long term digital communications strategies and campaigns

Technologies: 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

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

Technical Knowledge and Understanding

Understands the principles of coding

Understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly

Underpinning Skills, Attitudes and Behaviours

Ability to work independently and to take responsibility

Maintain productive, professional and secure working environment

Frequently Asked Questions

What is new apprenticeship standard?

Apprenticeships in England are changing. Because of government reforms, a new style of apprenticeships has been designed to meet the needs of employers, learners and providers.

How will I be assessed?

You will be assessed continually in knowledge, skills and behaviour areas at work. Towards the end of the apprenticeship, employers and providers will 'sign-off' the apprentice as ready for the end-point assessment (EPA).

Signing-off an apprentice indicates the employer and providers believe their knowledge, skills and behaviours are the level required to gain an apprenticeship. This sign-off is called the 'gateway'.

An end-point assessment (EPA) is a collection of assessments that offers confirmation of knowledge, skills and behaviours for a particular role. The EPA must be achieved before an apprenticeship certificate can be issued. The assessment organisation and the assessor must be independent of, and separate from the training provided by the provider and employer.

Do I already need to have a job to start an apprenticeship?

You should be working a minimum of 30 hours per week in a job. If you are unemployed, view our vacancies to apply for a job:

<https://apprenticeships.hcuc.ac.uk/apprenticeships>

Can I start an apprenticeship after Year 11?

Yes, you can! Young people in England must stay in education or training until they turn 18. If you're looking for a different option after Year 11, an apprenticeship could be the answer for you!

How much does an apprenticeship cost?

There is no cost for you to do an apprenticeship if you are 16 years old or over and you will be paid a wage.

View our vacancies to apply

<https://apprenticeships.hcuc.ac.uk/apprenticeships>



Already working? Upskill!

Turn your job into an apprenticeship. Call us on **01895 853622 / 0208 909 6328** to get you started.