



LEVEL 3



ON-SIDE GROUP Ltd

Digital Marketer



MERCIA PARTNERSHIP

Overview

Our Level 3 Digital Marketer programme is designed to equip your employees with the fundamentals of Digital Marketing, giving your business the foundations for growth.

During the 13 month programme, they will cover topics allowing them to help your business identify areas for growth, increase your visibility in front of your target market and generate quality leads. Topics covered include: social media marketing, branding, market segmentation and marketing strategy. We have worked with employers to develop this programme, giving you the skills and knowledge your business, and sector, requires to flourish.

Industry Recognised Qualification

On completion of the programme, your employees will be awarded with a BCS Level 3 Digital Marketer qualification, allowing them to join as an Affiliate (Professional) member of the CIM (Chartered Institute of Marketing) and/or Associate membership of the BCS (British Computer Society).

Your employee will also receive a Google Analytics IQ qualification. This shows their proficiency with Google Analytics giving your business insight into which parts of your marketing activity is working and which need improving.



Learning and Assessment 13

This programme will last for 13 months, with your employees attending sessions arranged with their learning coach and yourself. The frequency of these sessions will depend on which modules you and your employee agree to undertake and we will work with you to establish the timetable for your employee's sessions.

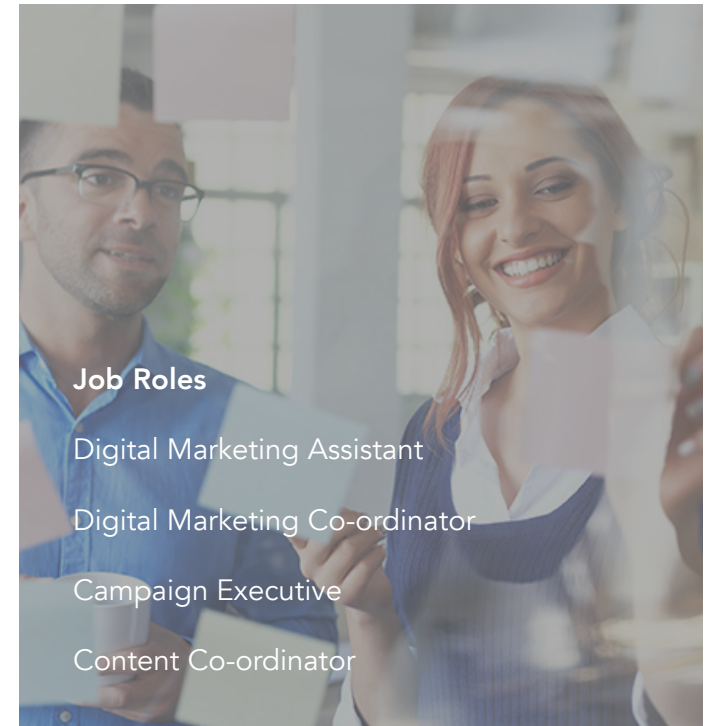
Your employees must submit a portfolio of evidence comprising of workplace tasks, which will relate to evidence gathered throughout the programme.

Entry Requirements

- Must hold 5 GCSEs (graded A* to C or 9 to 4) or equivalent.
- Have Level 2 English and Maths or equivalent.

Have been a resident in the UK/EEA/EU for the last 3 years.

Be able to meet the programme modules through their job role.



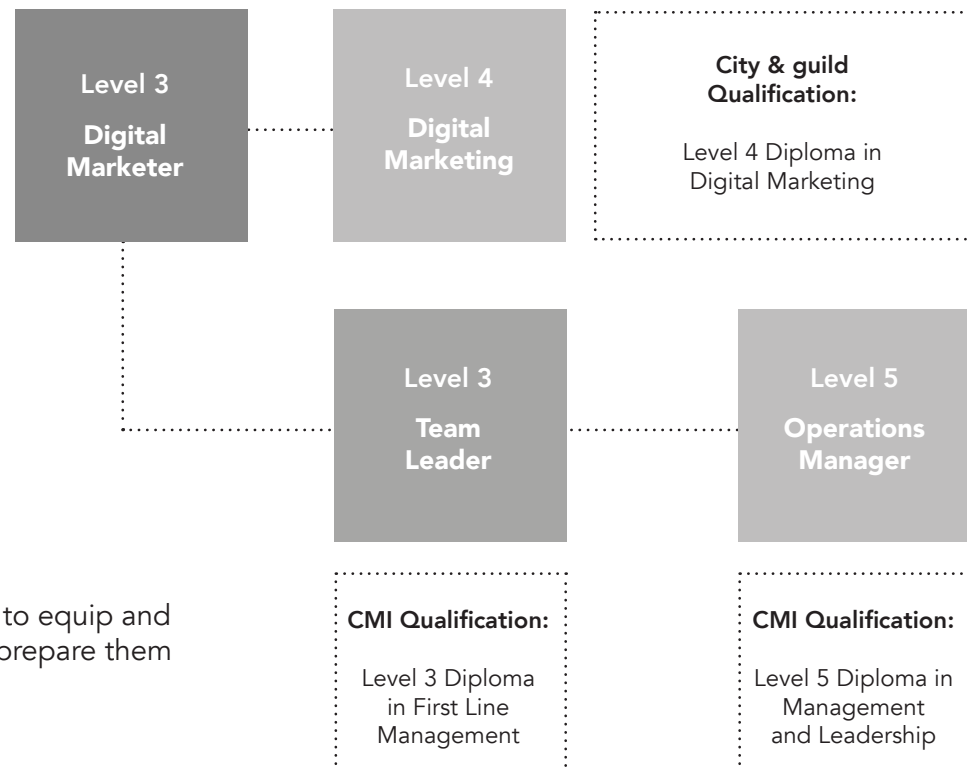
Job Roles

Digital Marketing Assistant

Digital Marketing Co-ordinator

Campaign Executive

Content Co-ordinator



Digital Marketing Pathway

Our Pathway to progression means we have designed our programmes to equip and develop your staff, with the skills your business needs them to have, to prepare them for the next step in their career.

Module Overview

Our Level 3 Digital Marketer programme will allow your employees to apply the knowledge and on-the-job experience giving them a great knowledge base to kickstart their career in Digital Marketing.

The Business Environment

They will understand how marketing fits into business objectives and the current state of the marketing environment across different sectors.

Social Media Concepts & Branding

For this module, they will be introduced to the concepts of social media, setting up social media sites, managing relationships and scheduling content. They will then learn the fundamentals of branding.

Tools, Techniques and Tracking

As an online module using up-to-date tutorials from industry experts, they will gain an insight into tools that are relevant to their job role.

Sales, Segmentation and Strategy

In this module they will be given the underpinning knowledge they need to be able to produce a marketing plan, considering competitor analysis and market segmentation.

SEO and Paid Search

They will be given a knowledge of SEO and how to run campaigns through Google AdWords, whilst understanding how to link these with keywords.

Collaboration and Security

As an online module, learners will be equipped with a knowledge of how to work safely and securely online, considering tools that allow collaborative working.

Copywriting and Etiquette

They will understand the importance of communicating effectively across multiple platforms, considering tone, culture and appropriateness, and will learn how copywriting theories can be applied.

Content Management System Website Creation

They will understand how websites are managed through Content Management Systems, and will be able to set up websites on basic CMS tools including SEO.

Coding and Logic

They will understand the principles of coding including software languages, compatibility of code on different platforms and components involved to make the web work.



20% off-the-job Training

Our programme design facilitates off-the-job learning so we can support you to evidence the 20% off-the-job training requirements stated in the apprenticeship funding rules.

*Please note - These are just some of the examples of 20% off-the-job training, to discuss further please contact us on:

01257 278 131

Activity	Examples of valid off-the-job training
Classroom sessions / Lectures	Block or day release
Workshops and masterclasses	Interactive workshops involving employers
Simulation exercises	Business models
Online learning	On-line training modules and support materials
Shadowing	In work or new departments / locations
Coaching	Support from Line Managers / colleagues
Industry visits	Within sector or outside of the work roles
Writing assessments / assignments workbooks	Short exercises or long project reports
Numeracy and literacy training required to perform the job	English and Maths related to the job role
Preparing for professional discussion	In support of portfolio work or job-related
Gathering evidence for portfolio of evidence	Recording learning and training



A Career path from Mercia Partnership

Our programme design facilitates off-the-job learning so we can support you to evidence the 20% off-the-job training requirements stated in the apprenticeship funding rules.

Mercia Partnership Apprenticeship programmes are designed with career pathways, from GCSE level right up to attaining a degree.

We aim to give employees fundamental skills that allow high performers to progress in multiple directions – depending on their career aspirations and development opportunities in your business.



Notes:



MERCIA PARTNERSHIP



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