

Level 3 Digital Marketer

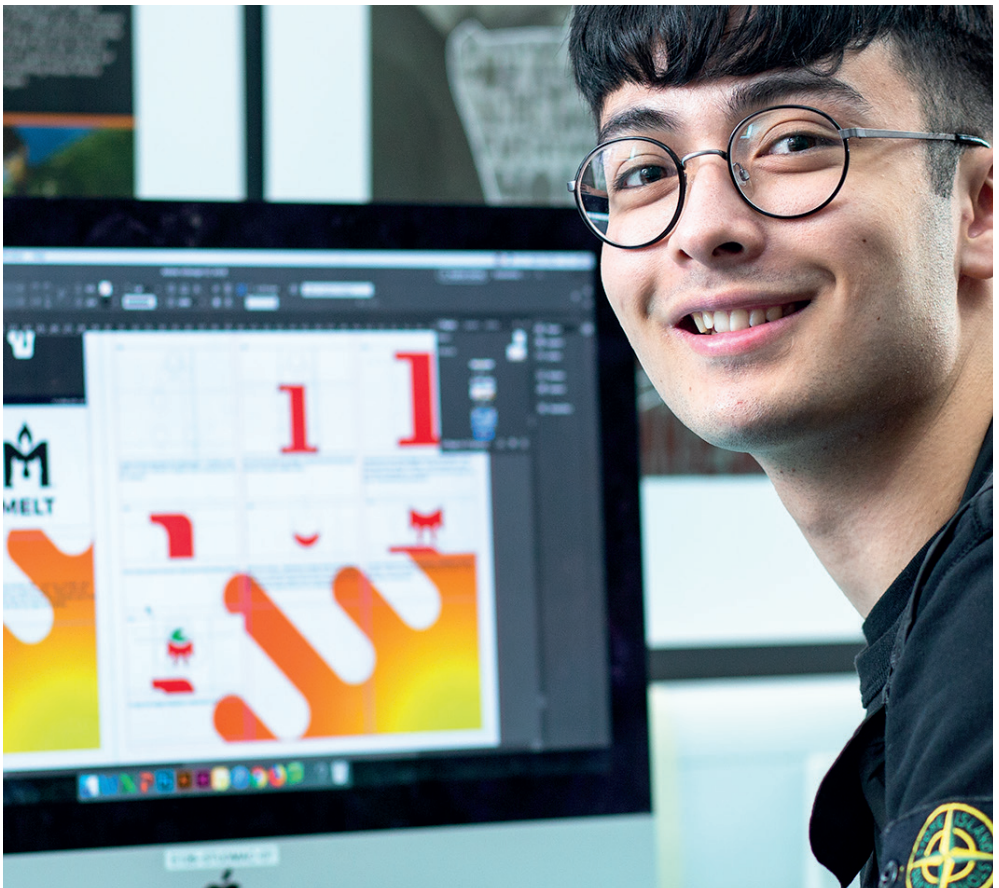
Earn as
you learn

Real
job

Great
experience

#Future
#Socialmedia
#Digitalmarketer

Average
salary*
once qualified
£23,000-
£32,500



Level 3 Digital Marketer

Digital Marketing encompasses all aspects of marketing that take place on an online platform. As a Digital Marketer you will have a marketing role to advertise and promote events, services or products using a range of media. This may include social media platforms, websites, content creation and copywriting.

This level 3 Apprenticeship will teach you the tools to understand your audience, plan, create and deliver online marketing campaigns and how to measure and evaluate their effectiveness. Your role will be to grow your organisation's online presence and to ultimately generate more business.

Within the offer from Runshaw College you will gain an additional professional qualification which is CIW Internet Business Associate.

This is a 18 month course (+ 4 months EPA) which is delivered in the work place. You will be assessed through written work, verbal discussion, observation and an end point assessment at the end of your Apprenticeship. While you are completing your Apprenticeship you will need to complete 'off the job training' this is time spent in working hours gaining new knowledge additional to your usual job role, this time is to take place within your contracted hours and will be agreed with your employer.

Entry Requirements:

4 x GCSE at A*-D / 9-3 which must include GCSE Maths at A*-C / 9-4 and English at A*-D / 9-3 or equivalent, and relevant experience of IT. A Level 2 Qualification in an IT related field or relevant industry experience.

Career Development:

Online Content Developer, Social Media Marketing, Search Engine Optimization Specialist, Business Analytics Specialist, Brand Management, Mobile Marketing Specialist, Web Designer, Professional Blogger, Search Expert, Email Marketer, further study.

Main learning objectives



Digital etiquette



Basic marketing principles



Written communication



Build and implement digital campaigns



Research, development, delivery and analysis of campaigns



Web analytics, search engine optimisation



@Runshaw_Apps



Runshaw College Apprenticeships



Runshaw College Apprenticeships



RunshawApprenticeships

For more information about our courses, visit runshaw.ac.uk
call **01772 643000** or email apprenticeships@runshaw.ac.uk

Disclaimer - Although course details are correct at the time of printing, they may be subject to change or amendment.