







Level 3

Digital Marketer

Apprenticeship



				
Duration	Location	Starting	Age	Careers
2 years	Rush Green Campus	Flexible dates	Apprenticeships	Digital & IT Business

How do apprenticeships work?

If you prefer a more practical style of learning, an apprenticeship or higher apprenticeship could be the ideal option for you. They enable you to learn on the job and gain nationally recognised qualifications at the same time. [Find out more about apprenticeships.](#)

Overview

The purpose of a digital marketing apprenticeship 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.

What you'll learn

A digital marketing apprenticeship will typically be a part of a working group, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign.

The marketer will work on marketing briefs and instructions. They will normally report to a digital marketing manager, a marketing manager, or an IT Manager.

Assessments / Exams

To achieve the apprenticeship standard all components must be completed, including Functional skills at the required level.

All apprenticeship standards include an endpoint assessment which is required to complete the standard.

Entry requirements

A-C or 4-9 GCSE English and Maths

Working a minimum of 30 hours per week

What this apprenticeship leads to

On completion apprentices can progress to a higher level apprenticeship course or directly in to employment.

Visit this course on our website: <https://barkingdagenhamcollege.ac.uk/find/courses/0000011151>

For further information please contact the college: <https://barkingdagenhamcollege.ac.uk/contact>