



ANGRY APPLE
ACADEMY

DIGITAL MARKETER

Level 3 Apprenticeship Standard

Developing the next generation of professionals





WELCOME TO ANGRY APPLE ACADEMY

Our Apprenticeships

Unlike traditional education, apprentices learn the skills they need on the job with the guidance of a mentor, and training from industry experts. You'll finish your apprenticeship with a recognised qualification, valuable industry experience, and substantial opportunities for promotion.

Delivery:

Delivery over 15 months (plus) up to 3 months for End Point Assessment (EPA) completion.

DELIVERY METHOD

- Delivered with a dedicated and designated team of marketing professionals, from a variety of educational and digital marketing backgrounds.
- Online interactive tutor lead training sessions to cover the digital marketer syllabus.
- Unprecedented access and experience in a real life digital marketing agency.
- Pastoral and wellbeing support, with weekly 1-2-1 sessions with a digital marketer and designer, unlimited access to highly educational online courses and tutorials in creating a highly engaging portfolio, ready for future employment.

ROLE PROFILE

The primary role of a digital marketer 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.

A digital marketer will typically be working as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. The marketer will work to marketing briefs and instructions. They will normally report to a digital marketing manager, a marketing manager or an IT manager.

Assessment:

Portfolio: Apprentices will be required to build a portfolio containing evidence from real work projects which have been completed, in the workplace, during the apprenticeship. The apprentice's portfolio should evidence the following skills and 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.

Data: reviews, monitors and analyses online activity and provides recommendations and insights to others.

Customer service: responds efficiently to enquiries using online and social media platforms.

Problem solving: applies structured techniques to problem solving, and analyses problems and resolves issues across a variety of digital platforms.

Analysis: understands and creates basic analytical dashboards using appropriate digital tools.

Implementation: builds and implements digital campaigns across a variety of digital media platforms.

Applies at least two of the following specialist areas: search marketing, search engine optimisation, email marketing, web analytics and metrics, mobile apps and Pay-Per-Click.

Uses digital tools effectively

Digital analytics: measures and evaluates the success of digital marketing activities.

Interprets and follows:

- Latest developments in digital media, technologies and trends.
- Marketing briefs and plans.
- Company defined 'customer standards' or industry good practice for marketing.
- Company, team or client approaches to continuous integration.

Can operate effectively in their own business's, their customers' and the industry's environments.

Training Days - Delivered once a week for 15 weeks. The 15 tutor lead online training sessions cover the following topics:

1 - Marketing Principles

2 - Social Media Marketing

3 - Search Engine Optimisation (SEO)

4 - Pay Per Click (PPC)

5 - Email Marketing

6 - Content Marketing

7 - WordPress & Principles of coding, including HTML/CSS/JS

8 - Copywriting Essentials

9 - Marketing Analytics

10 - Emerging trends in Digital Marketing

11 - Influencer Marketing

12 - Personal Development in the Digital Marketing sector

13-15 - Portfolio development & EPA preparation



Course	Core Content	Learning Modes
BCS Level 3 Award in Principles of Coding	<ul style="list-style-type: none"> Understands and develops an appreciation of logic Is aware of programming languages and how they apply in building digital products Understands code compatibility on different platforms Understands the components involved to make the web work 	<ul style="list-style-type: none"> Virtual Classroom Study Guide 121 support 1 hour online exam
BCS Level 3 Certificate in Marketing Principles	<ul style="list-style-type: none"> Understands and can apply basic marketing principles. Understands the role of customer relationship marketing. Understands how teams work effectively to deliver digital marketing campaigns. Understands and can apply the customer life cycle. Understands the main components of Digital and Social Media Strategies. 	<ul style="list-style-type: none"> Virtual Classroom Study Guide 121 support 1 hour online exam
Google Analytics Individual Qualification Circa 9 hours of dependant study 1 hour online exam	The Google Analytics Individual Qualification covers basic and advanced Google Analytics concepts. This includes: planning and principles; implementation and data collection; configuration and administration; conversion and attribution; and reports, metrics, and dimensions.	eLearning (Online or Tech Labs)

Apprenticeship (minimum duration 13 months plus up to 3 months for EPA)

Apprentice Inductions

Knowledge units

- BCS Level 3 Award in Principles of Coding
- BCS Level 3 Certificate in Marketing Principles
- Google Analytics IQ

Portfolio development

End Point Assessment

- Synoptic (holistic) assessment - one block week in academy
- Portfolio assessment
- Professional discussion

Learner graduation and certification

Regular learner progress reviews

Learning enhancements: Angry Apple Academy Apprentices will also be provided with the opportunity to enhance their skills to meet specific employer needs through a range of online learning modules via our bank of highly recommended and educational online courses, which provide additional insight and guidance on the different elements of digital marketing.

Real life experience: Angry Apple Media provides an 'away from work' and independent learning environment within our own agency environment. Providing the perfect combination of real life experience and valuable learning participation.



Angry Apple Media and General Enquiries:

Office:

0121 271 0750

Email:

hello@angryapplemedia.co.uk

WWW.ANGRYAPPLEMEDIA.CO.UK

