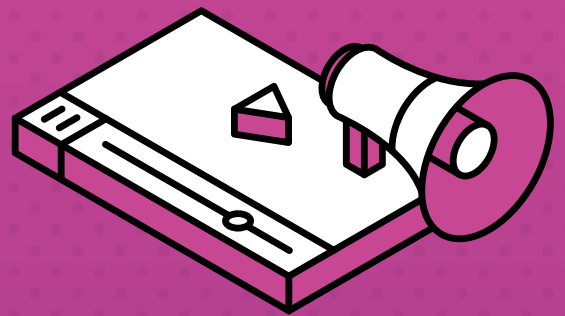


# DIGITAL MARKETER

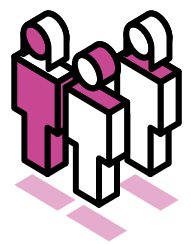


FUNDING  
**£12,000**

15 MONTHS  
**LEVEL 3**

On this Digital Marketer Level 3 apprenticeship programme, learners will develop skills in areas such as PPC, SEO, analytics and social media through AVADO's professional qualifications. Dot Native provides the ground work for new marketers with bitesize content and helps learners develop a digital mindset. Squared Online is AVADO's leadership programme developed with Google, aimed at experienced professionals that want to enter the industry. This apprenticeship is engaging and practical and will enable people to successfully perform in dynamic digital marketing environments.

**98%**  
EMPLOYER SATISFACTION\*



PROVIDER OF PROFESSIONAL QUALIFICATIONS



**97%**  
APPRENTICE SATISFACTION\*

EMPLOYERS THAT WE WORK WITH

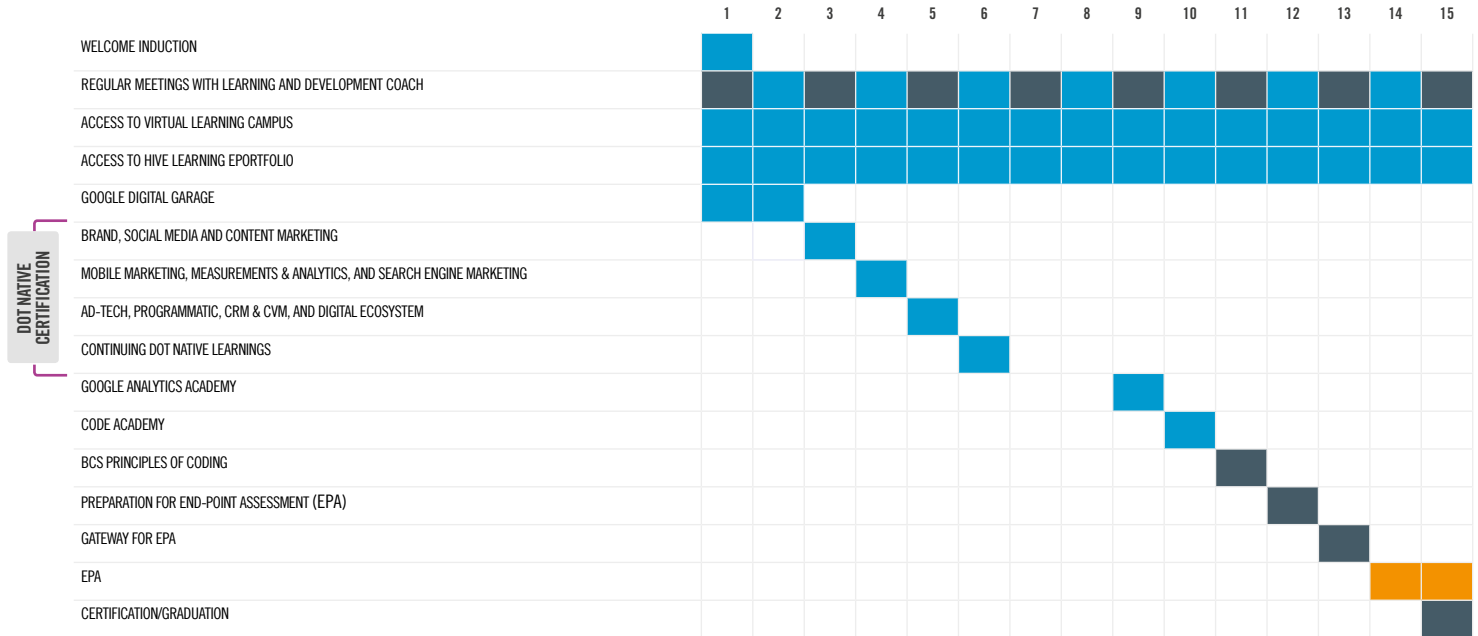


# YOUR LEARNING JOURNEY

This programme is available in two pathways, Dot Native is for entry-level marketers and Squared Online is for experienced marketers.

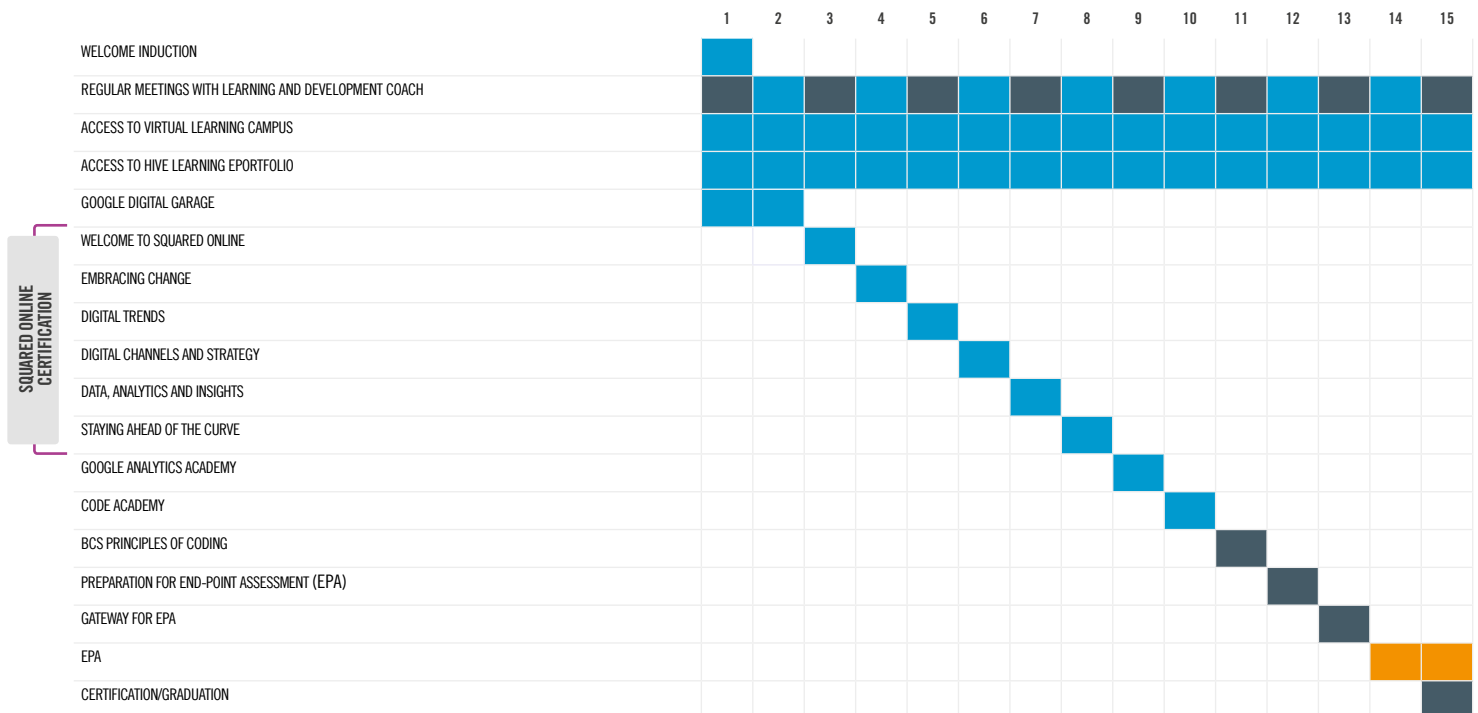
## DOT NATIVE

Dot Native is a bitesize learning platform developed by AVADO for those starting out in their marketing careers. At the end of the apprenticeship learners will go on to become a Dot Native certified member.



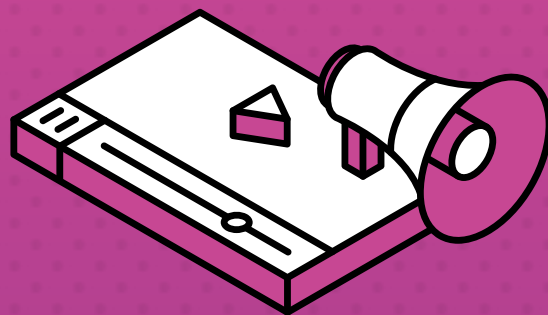
## SQUARED ONLINE

Squared Online is a programme developed with Google and powered by AVADO. It's for professionals who've worked in marketing previously and are looking to refresh their skills.



Face to face teaching
  Online course / Live classes
  Exam / Formal assessment

# DIGITAL MARKETER



## ABOUT CREATIVE PIONEERS<sup>2</sup>

- Creative Pioneers™ is an award winning nationwide campaign to find the next generation of advertising, creative and digital media talent.
- The brainchild of Janet Hull OBE, since 2012 the Institute of Practitioners in Advertising (IPA) ran Creative Pioneers and worked with 300+ advertising agencies.
- With the Apprenticeship Levy introduced in April 2017, the IPA chose Arch Apprentices to power the programme to keep up with increasing demand.
- In 2016, Ofsted rated Arch 'Outstanding' in every area making them one of the top 5% of all independent learning providers.

## WHAT'S INCLUDED IN THE APPRENTICESHIP?

20% of the apprenticeship must be done away from the apprentices' work to count towards their off-the-job training - this can be a mix of face to face and virtual classrooms, projects, distance learning and meetings with their dedicated Learning and Development Coach.

Qualifications included:

- **Google Digital Garage**
- **Google Analytics Academy**
- **AVADO's Dot Native or Squared Online certifications**
- **BCS Coding and Logic**
- **Digital Marketer Level 3 Apprenticeship**

## PRE ENTRY REQUIREMENTS

- Candidates will have ideally explored digital marketing in some way, be web savvy and have good analytical and data skills.
- Must already have English and Maths GCSEs at Grade C (4) or above and preferably a total of five GCSEs.



## THE PERSON YOU'LL HAVE AT THE END OF THE APPRENTICESHIP WILL:

- ✓ Have good written communication skills for a range of audiences and digital platforms.
- ✓ Research, analyse and collate information to inform short-term and long-term digital communications.
- ✓ Apply 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.
- ✓ Build and implement digital campaigns across a variety of digital media platforms.
- ✓ Use analytics to measure and evaluate the success of digital marketing.
- ✓ Know industry trends and creates basic analytical dashboards.
- ✓ Create solutions using a wide variety of digital technologies.
- ✓ Use technology to achieve marketing objectives.