

# DiVA

82% of employers surveyed said apprenticeships help employees gain expertise crucial to business growth.



## Digital Marketing Apprenticeship

### What's it all about?

The Digital Marketing Apprenticeship provides Apprentices with a practical grounding in all the key aspects of digital marketing including producing copy, search engine marketing, keywords and optimisation, marketing metrics and analytics, project management and brand development.

### What does it include?

Your apprentice will undergo a 12-18 month apprenticeship training programme at Level 3 during which they will develop the knowledge and skills of key digital channels and technologies and gain a wider understanding of the legal, regulatory and ethical frameworks which influence everyday digital marketing activity.

### Who is it for?

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.

### How is training delivered?

The Apprenticeship will be achieved through a blended learning approach, incorporating workplace learning, workshops, and online learning. One to one support, study days, tuition and advice is available from our team of experienced and qualified Tutors, Assessors and Advisors ensuring that the needs of employers and employees are met.

### How will my apprentice be assessed?

**Portfolio:** the apprentice carries out work defined by their employer, assembling a portfolio of evidence that demonstrates learning and development activities and their application in the workplace. This will include written, audio and video evidence that showcases their on-programme learning and achievements.

**Synoptic Project:** the apprentice will be required to respond to a business-related project brief which is designed to test the application of a selection of the knowledge, skills and behaviours developed during the apprenticeship programme.

**Employer Reference:** the employer will provide a reference setting out their views of the quality of the apprentices' work.

**Interview:** the interview is a structured discussion between the apprentice and their independent assessor, focusing on the summative portfolio and the synoptic project, and the employer reference as appropriate. It covers both what the apprentice has done in terms of the standard of their work, and how they have done it. This enables the end point assessment to include the full range of technical knowledge and competencies as well as the underpinning skills, attitudes and behaviours.

DiVA will work with you to identify a suitable End Point Assessment Organisation.

### How much does it cost?

The cost of the programme is £12,000. If your organisation is subject to Apprenticeship Levy you will pay for the training directly through your digital vouchers. The government will fund 90% of the training costs for employers who do not pay the Apprenticeship Levy, as well as provide other financial incentives.



To find out more, please contact DiVA on 0203 189 1784

[www.divaapprenticeships.com](http://www.divaapprenticeships.com)