



# APPRENTICESHIP JOB DESCRIPTION

## DIGITAL MARKETER

**Level:**3

**Qualification awarded by:** BCS, Chartered Institute for IT

**Start date:** 21<sup>st</sup> January 2019

**Duration:** 1 year

**Entry requirements:** English and Math Level 2

**Role:**

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. You will be working as part of a team, in which you 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 and report to the Marketing Manager.

**Day to Day Work Activities:**

- Assisting the Marketing Manager
- Generate new marketing concepts and ideas
- Respond efficiently to enquiries using online and social media platforms
- Manage client expectations
- Review, monitor and analyse online activity
- Create analytical dashboards
- Build and implement digital marketing campaigns using a variety of digital media platforms
- Measure and evaluate the success of digital marketing activities
- Ensure marketing documentation is complete and accurate
- Achieve the marketing and recruitment targets for the clients

**Location:** East London / Ilford

**Hours:** 30 hours / week

**Timing:** Monday to Saturday, 9am to 2pm

**Salary:** £3.70/hr plus bonus on meeting targets

## Training:

You will be enrolled onto and work towards completing Digital Marketer Apprenticeship programme.

You will receive training on:

- Principles of coding
  - Appreciation of logic
  - Programming languages
  - Interaction and compatibility of code on different platforms
  - Web components
- Marketing principles
  - Basic marketing principles
  - Customer relationship marketing
  - The role of effective teamwork
  - Customer engagement and market segmentation
  - The customer lifecycle
  - Main components of digital and social media strategies
  - How digital and social media strategies are implemented
- Digital marketing business principle
  - Digital marketing across a range of specialist areas
  - Characteristics and comparisons of the major digital and social media platforms
  - Digital marketing in the business environment
  - Digital etiquette
  - Digital platforms in the working environment
  - Security levels – the need to protect data across digital and social media platforms
  - Security levels – precautions and procedures to follow to protect data

## Person Specification:

- Logical and creative thinking skills
- Analytical and problem solving skills
- Ability to work independently and to take responsibility
- Can use own initiative
- Positive attitude and a thorough and organised approach
- Good time keeping
- Ability to work with a range of internal and external people
- Ability to communicate effectively in a variety of situations

## Progression:

Successful completion of the apprenticeship provides access to:

- Affiliate (professional) membership of the Chartered Institute of Marketing (CIM) and/or Associate membership of BCS
- Entry on to the Register of IT Technicians