



## **Digital Industries Apprenticeship: Occupational Brief**

**Digital Marketer**

**January 2017**

# Digital Industries Apprenticeships: Occupational Brief Level 3 Digital Marketer Apprenticeship Minimum Standards and Grading Criteria

This paper defines the minimum requirements for the knowledge, skills and behaviours defined in the standard, which are required for a pass. It also defines the criteria to be used for awarding the grade for merit or distinction. This paper should be read in conjunction with the Standard and Assessment Plan for the Level 4 Software Developer Apprenticeship

## Overview of Grading

There are three sets of criteria on which the assessment and grading is made. The three criteria are

The What: what the apprentice has shown they can do,

The How: the way in which the work has been done

The With Whom: The personal and interpersonal qualities the apprentice has brought to all their work relationships

Each of these three criteria has minimum (expected) requirements, which must be satisfied for a pass.

Each of these criteria has a number of dimensions which should be considered to determine if the apprentice is significantly above the minimum (expected) level of quality

The purpose of grading is to differentiate between those apprentices whose work is at the expected level of quality against the totality of the skills, knowledge and behaviours specified in the standard and those whose work is significantly above this expected level

For a pass, each of the three sets of criteria must demonstrate at least the expected (minimum requirement) level of quality

For a merit, the What has to be significantly above the level of quality and one of either the How or the With Whom has to be significantly above the level of quality expected

For a distinction, each of the three sets of criteria must be significantly above the expected level of quality

The assessor takes a holistic judgement of whether or not their assessments demonstrate that the apprentice is “significantly above the expected level of quality” in each of these three areas and can then determine which grade should be awarded

## The what – what the apprentice has shown they can do

### Minimum Requirements

The following table shows what the minimum, expected requirements are for a pass on this criteria

Competency Standard	Minimum, expected, requirements for a pass
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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	The Apprentice must be able to demonstrate communicating across 3 different platforms to 3 different types of audience or Customer segments, one of these should be a form of Internal communication.
Research: analyses and contributes information on the digital environment to inform short and long term digital communications strategies and campaigns	The apprentice can take and interpret a given topic (for both long and short term strategies) and make a recommendation and report on the summary of findings for each strategy
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	The apprentice can demonstrate the use of 3 digital technology tools over 3 differing platforms or user interfaces to meet the objectives
Data: reviews, monitors and analyses online activity and provides recommendations and insights to others	The Apprentice can demonstrate the awareness of 2 different tools to review, monitor and analyse online activity  The apprentice should be able to demonstrate how they have recommended and defined customer's trends and uses.
Customer service: responds efficiently to enquiries using online and social media platforms.	The apprentice must be able to demonstrate professionally responding to three different types of enquires over both social media and on line platforms.
Problem solving: applies structured techniques to problem solving, and analyses problems and resolves issues across a variety of digital platforms	The apprentice must apply 3 different techniques to problem solving and analysis over a variety of digital platforms.
Analysis: understands and creates basic analytical dashboards using appropriate digital tools	The apprentice must be able to analyse data and create reports by selecting 3 appropriate tools.

Implementation: builds and implements digital campaigns across a variety of digital media platforms	The apprentice must be able to build and implement campaigns across at least 3 different digital media, including social media, platforms.
Applies at least two of the following specialist areas: search marketing, search engine optimisation and Pay-Per-Click, e mail marketing, web analytics and metrics, mobile apps	The apprentice must be able to apply two of the listed analytic tools/approaches to demonstrate the discovery and evaluation of patterns in data for the purpose of understanding and optimizing usage of a website.
Uses digital tools effectively	The apprentice must be able to Apply and understands the latest and most effective tools to use in campaigns and demonstrate the use of 3 tools most appropriate to the business and audience.
Digital analytics: measures and evaluates the success of digital marketing activities	The apprentice can demonstrate that they have been able to measure success across two campaigns
<p>Interprets and follows:</p> <ul style="list-style-type: none"> <li>• latest developments in digital media technologies and trends</li> <li>• marketing briefs and plans</li> <li>• company defined 'customer standards' or industry good practice for marketing</li> </ul> <p>company, team or client approaches to continuous integration</p>	<p>The apprentice must be able to demonstrate and explain latest developments and tools appropriate to their organisation.</p> <p>The apprentices should be able to define good customer and industry practice and attendance of continuous professional development.</p>
Can operate effectively in their own business's, their customers' and the industry's environments	The apprentice must be able to explain how to operate within their own business, their customers and across industry.

**The What – what the apprentice has shown they can do**

### Criteria for a Merit or Distinction

The following table shows what the apprentices would need to demonstrate to be assessed as significantly above the expected level for what they have done

Dimensions	Description of what significantly above the expected level of quality looks like
<b>Breadth – the range of tools and methods understand and applied</b>	Understands and applies a wide range of tools and methods  Accurately and appropriately applies and effectively implements the right tools and methods in a variety of different situations
<b>Depth – the level to which these tools and methods are understood and applied</b>	A capable user - exploits the functionality/capability of the tools and methods  Broad understanding of different tools and methods and how and why they can be applied in different contexts
<b>Complexity – the extent and prevalence of inter-related and interdependent factors in the work and how well the apprentice has dealt with these</b>	Deals confidently and capably with interrelated and interdependent factors in their work

## The how: the way in which the work has been done

The following table shows what the minimum, expected requirements are for a pass on this criteria

Competency Standard	Minimum expected requirements for a pass
Apprentices can demonstrate the full range of skills, knowledge and behaviours required to fulfil their job role	<p>Knows what skills, knowledge and behaviours are needed to do the job well</p> <p>Are aware of their own strengths in the job role, and any areas for improvement</p> <p>Appreciate who else is important, for them to do their job and fulfil the role effectively (e.g. colleagues, managers, other stakeholders)</p> <p>Are aware of potential risks in the job role (e.g. security, privacy, regulatory)</p> <p>Use personal attributes effectively in the role</p> <p>Understand how the job fits into the organisation as a whole</p>
Apprentices can demonstrate how they contribute to the wider business objectives and show an understanding of the wider business environments	<p>Understands the goals, vision and values of the organisation</p> <p>Aware of the commercial objectives of the tasks/ projects they are working on</p> <p>Understands their role in meeting or exceeding customers' requirements and expectations</p> <p>Is in tune with the organisation's culture</p>
Apprentices can demonstrate the ability to use both logical and creative thinking skills when undertaking work tasks, recognising and applying techniques from both.	<p>Logical thinking:</p> <ul style="list-style-type: none"> <li>• Recognises the conclusion to be reached</li> <li>• Proceeds by rational steps</li> <li>• Evaluates information, judging its relevance and value</li> <li>• Supports conclusions, using reasoned arguments and evidence</li> </ul> <p>Creative thinking:</p> <ul style="list-style-type: none"> <li>• Explores ideas and possibilities</li> <li>• Makes connections between different aspects</li> <li>• Embraces ideas and approaches as conditions or circumstances change</li> </ul>
Apprentices can show that they recognise problems inherent in, or emerging during, work tasks, and can tackle them effectively	<p>Problem-solving:</p> <ul style="list-style-type: none"> <li>• Analyses situations</li> <li>• Defines goals</li> <li>• Contributes to the development of solutions</li> <li>• Prioritises actions</li> <li>• Deals with unexpected occurrences</li> </ul>

## The How: the way in which the work has been done

### Criteria for a Merit or Distinction

The following table shows what the apprentices would need to demonstrate to be assessed as significantly above the expected level for the way in which the work has been done

<b>Dimensions</b>	<b>Description of what significantly above the expected level of quality looks like</b>
<b>Responsibility – the scope of responsibility and level of</b>	Undertakes work that is more complex, more critical or more difficult
<b>accountability demonstrated in the apprentices work</b>	Works independently and takes responsibility
<b>Initiative</b>	Demonstrates an ability to extend or enhance their approach to work and the quality of outcomes  Doesn't just solve the problem but explores all known options to do it better, more efficiently, more elegantly or to better meet customer needs
<b>Delivery focus – the extent to which the apprentice has shown they can grasp the problems, identify solutions and make them happen to meet client needs</b>	Shows good project management skills, in defining problem, identifying solutions and making them happen  Demonstrates a disciplined approach to execution, harnessing resources effectively  Drives solutions – with a strong goal focused and appropriate level of urgency

# The with whom: the personal and interpersonal qualities the apprentice has brought to internal and external relationships

## Minimum Requirements

The following table shows what the minimum, expected requirements are for a pass on this criteria

	Minimum expected requirements for a pass
<p>Apprentices can manage relationships with work colleagues, including those in more senior roles, customers/clients and other stakeholders, internal or external and as appropriate to their roles, so as to gain their confidence, keep them involved and maintain their support for the task/project in hand</p> <p>Apprentices can establish and maintain productive working relationships, and can use a range of different techniques for doing so.</p>	<p>Managing relationships:</p> <ul style="list-style-type: none"> <li>• Understands the value and importance of good relationships</li> <li>• Acknowledges other people’s accomplishments and strengths</li> <li>• Understands how to deal with conflict</li> <li>• Promotes teamwork by participating</li> </ul> <p>Customer/client relationships:</p> <ul style="list-style-type: none"> <li>• Understands their requirements, including constraints and limiting factors</li> <li>• Sets reasonable expectations</li> <li>• Understands how to communicate with them</li> <li>• Interacts positively with them</li> <li>• Provides a complete answer in response to queries (‘transparency’, ‘full disclosure’)</li> </ul> <p>Stakeholders:</p> <ul style="list-style-type: none"> <li>• Understands who they are and what their ‘stake’ is</li> <li>• Prioritises stakeholders in terms of their importance, power to affect the task and interest in it</li> <li>• Agrees objectives</li> </ul>



<p>Apprentices can communicate effectively with a range of people at work, one-to-one and in groups, in different situations and using a variety of methods.</p> <p>Apprentices can demonstrate various methods of communication, with an understanding of the strengths, weaknesses and limitations of these, the factors that</p>	<p>Intention/purpose:</p> <ul style="list-style-type: none"> <li>• Understands the purpose of communicating in a particular situation or circumstance (e.g. inform, instruct, suggest, discuss, negotiate etc.)</li> <li>• Checks that the person/people with whom one is communicating also understand the purpose</li> <li>• Is sensitive to the dynamics of the situation</li> <li>• Is aware of anything that might disrupt the effectiveness of the communication (e.g. status, past history) a. Method:</li> </ul>
<p>may disrupt it, and the importance of checking other people's understanding.</p>	<ul style="list-style-type: none"> <li>• Understands the most appropriate method for the situation</li> <li>• Aware of the limitations of the chosen method, and the possible risks of miscommunication (e.g. ambiguity)</li> <li>• Takes account of the affective dimensions of the method (e.g. body language, tone of voice, eye contact, facial expression etc.)</li> </ul> <p>b. Execution:</p> <ul style="list-style-type: none"> <li>• Expresses self clearly and succinctly, but not over-simplifying</li> <li>• Checks that the other person/people understand what is being expressed</li> <li>• Takes account of the potential barriers to understanding (e.g. filtering, selective perception, information overload)</li> <li>• Modifies the purpose and methods of communication during a situation in response to cues from the other person/people</li> </ul>

**The With Whom: the personal and interpersonal qualities the apprentice has brought to internal and external relationships**

**Criteria for Merit or Distinction**

The following table shows what the apprentices would need to demonstrate to be assessed as significantly above the expected level for the personal and interpersonal qualities the apprentice has brought to internal and external relationships

<b>Dimensions</b>	<b>Description of what significantly above the expected level of quality looks like</b>
<b>Scope and appropriateness – the range of internal and external people and situations that the apprentice has engaged appropriately and effectively with</b>	Internally – works alone, 1:1, in a team and with colleagues at all levels
	Externally – works with customers, suppliers and partners in a variety of situations
	Reads situations, adapts behaviours, and communicates appropriately for the situation and the audience
<b>Reliability – the extent to which they perform and behave professionally</b>	Can be trusted to deliver, perform and behave professionally, manages and delivers against expectations, proactively updates colleagues and behaves in line with the values and business ethics
<b>A role model and exemplar to others</b>	Actively works with others and leads by example

## Annex: Digital Marketer: Knowledge and Understanding

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Knowledge and Understanding is assessed on programme through Knowledge Modules and Vendor or Professional Qualifications

### Knowledge Module 1: Principles of Coding (for Level 3 Digital Marketer Apprenticeship)

The Knowledge Standards	Definition of the Minimum Requirements
Understands the principles of coding	<ul style="list-style-type: none"> <li>a) Understands and has an appreciation of logic</li> <li>b) Understands, has an awareness of and recognises languages such as HTML / Java</li> <li>c) Understands the compatibility of code on different platforms</li> <li>d) Understands the components involved to make the Web work</li> </ul>

The following Vendor or Professional Certifications exempt apprentices from this knowledge module:

MTA HTML 5

CIW – Site Development Associate

### Knowledge Module 2: Marketing Principles (for Level Digital Marketer Apprenticeship)

The Knowledge Standards	Definition of the Minimum Requirements
Understands and can apply basic marketing principles	<ul style="list-style-type: none"> <li>a) Understands the seven principles of marketing during the marketing lifecycle               <ul style="list-style-type: none"> <li>a. Product</li> <li>b. Place</li> <li>c. Price</li> <li>d. Promotion</li> <li>e. Packaging</li> <li>f. People</li> <li>g. Positioning</li> </ul> </li> <li>b) Understands product awareness</li> </ul>

Understands the role of customer relationship marketing	<ul style="list-style-type: none"> <li>a) Understands the benefits, limits and constraints of relationship marketing</li> <li>b) Understand how to create a campaign that appeals to a target audience (consider all elements, picture, infographics, presentations, videos and the next innovative new thing!)</li> </ul>
Understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly	<ul style="list-style-type: none"> <li>a) Understands own role and where they fit into shared objectives and the wider team</li> <li>b) Understands ways of influencing the team</li> <li>c) Understands how the team can be influenced by you</li> <li>d) Understands the importance of working cohesively and not in isolation</li> </ul>
Understands and can apply the customer lifecycle	<ul style="list-style-type: none"> <li>a) Understands the acquisition process and appreciation of different channels of clients</li> <li>b) Understands audience engagements across all platforms and social channels and what works and what does not for the different audience types.</li> <li>c) Understands market segmentations</li> <li>d) Understands and has awareness of B to B relationships</li> <li>e) Understands and has awareness of B to C relationships</li> <li>f) Understands and recognises key pinch points in that life cycle journey</li> <li>g) Understands the importance of new leads, existing customers and repeat customer</li> </ul>

<p>Understands the main components of Digital and Social Media Strategies</p>	<ul style="list-style-type: none"> <li>a) Understands how digital and social media strategies fit together to achieve business objectives</li> <li>b) Understands how and why you would check the original brief and analyse if this has been met and whether expectations have been exceeded</li> <li>c) Understands the difference in audience</li> <li>d) Understands how everything dovetails - sales slant</li> <li>e) Has awareness of the different uses within the organisation (Buying, Sales, Distribution and Customer Sales) and what it means for you</li> <li>f) Understands the importance of click through rate</li> <li>g) Understands the components of business needs to interact with audience</li> <li>h) Understands the products/services that are being sold to enable the right type of social media and communication to be used</li> <li>i) Understands the different audiences eg advertisers and readers – and the segmentation of audiences</li> <li>j) Understands real-time data – positive and negative comments and when to respond</li> <li>k) Understands how to communicate effectively to different segments</li> <li>l) Understands the importance of the company reputation</li> <li>m) Understands why blogs and articles are pivotal to the success of your website and increase traffic</li> </ul>
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The following Vendor or Professional certifications exempt apprentices from this knowledge module

Google Squared

CIM (CIM level 4 award in Digital Marketing)

Dot native

CIW – Internet Business Associate

**Knowledge Module 3: Digital Marketing Business Principles (for Level Digital Marketer Apprenticeship)**

The Knowledge Standards	Definition of the Minimum Requirements
Understands the principles of all of the following specialist areas: search marketing, search engine optimisation and Pay-Per-Click, e mail marketing, web analytics and metrics, mobile apps and understands how these can work together	<ul style="list-style-type: none"> <li>a) Understands how to schedule a series of social media posts</li> <li>b) Understands how to and why you create a new piece of content on the website</li> <li>c) Understands how and why you would create a Google adword campaign</li> <li>d) Understands the power of key words – rich content</li> <li>e) Understands what tools are available, which are appropriate, how to use the different tools – be proactive to read, learn practice and apply</li> <li>f) Understands the different types of CRMs and their appropriate use</li> </ul>
Understands the similarities and differences, including positives and negatives, of all the major digital and social media platforms	<ul style="list-style-type: none"> <li>a) Understands the positives and negatives of all platforms including: <ul style="list-style-type: none"> <li><input type="checkbox"/> Associated costs</li> <li><input type="checkbox"/> Risks</li> <li><input type="checkbox"/> What works for the brands’ competitors</li> <li><input type="checkbox"/> Competition</li> <li><input type="checkbox"/> Audience</li> </ul> </li> <li>b) Understands different channels – culture – be able to choose depending on resources – key channels rather than spread yourself thin to do everything</li> <li>c) Understands the strengths and weaknesses of digital and social media platforms</li> </ul>
Understands and responds to the business environment and business issues related to digital marketing and customer needs	<ul style="list-style-type: none"> <li>a) Understands how the team works</li> <li>b) Understands what your audience is searching for and plan valuable content</li> <li>c) Understands SEO – the best way to promote and link content</li> <li>d) Has knowledge of latest developments <ul style="list-style-type: none"> <li>- industry changes</li> <li>- Blogs awareness</li> </ul> </li> <li>e) Understands “The rules” of social media – participation – connection – conversions – community – be able to listen to your market place</li> <li>f) Understands that the more valuable the content is, the more likely it is to be shared.</li> </ul>
Understands and follows digital etiquette	<ul style="list-style-type: none"> <li>a) Understands how to communicate effectively when using digital channels</li> <li>b) Understands different types of audience</li> <li>c) Understands the norms and “manners” for each technology</li> </ul>

	<ul style="list-style-type: none"> <li>d) Understands the importance of brand and the damage that can be done when it is inconsistent</li> <li>e) Understands hash tag nuances – capsule on Instagram</li> <li>f) Understands copyright (credit to images)</li> <li>g) Understand different styles of content communication</li> <li>h) Has an awareness of social selling – although you are not part of sales term, are not hard selling, you are selling by building relationships through conversation</li> <li>i) Understands the different customers’ tone and culture</li> </ul>
Understands how digital platforms integrate into the working environment	<ul style="list-style-type: none"> <li>a) Understands the distinction between different digital platforms</li> <li>b) Has an understanding of competitors and customers use of digital platforms</li> </ul>
Understands and follows the required security levels necessary to protect data across digital and social media platforms	<ul style="list-style-type: none"> <li>a) Understand why information security and its management are important for a digital service organisation</li> <li>b) Understand the key features of an organisation’s information security policy and procedures and how these impact on ways of working</li> <li>c) Recognise sources of threat and risk to digital information and the potential impact</li> <li>d) Understands the main provisions of the Data Protection Act, Copyright, IP and consequences of data misuse</li> <li>e) Understands the precautions that should be taken when dealing with e mails, attachments and other internal and external documents</li> <li>f) Understands how to identify and escalate possible security incidents in a timely manner</li> <li>g) Understands procedures for access and identify management, including managing own passwords</li> <li>h) Understands precautions to be taken when printing, transporting or destroying information in different categories</li> <li>i) Understands the importance of following organisational policies and procedures relating to information security</li> </ul>

The following Vendor or Professional certifications exempt apprentices from this knowledge module

Google Analytics IQ

CIM (CIM level 4 award in Digital Marketing)

CIW – Data Analytics

CIW – Social Media

Dot Native

Google Squared