

DIGITAL MARKETER (INTEGRATED DEGREE)

Reference Number: ST0481

Details of standard

Typical Job titles may include the following:

Digital Marketing Executive/ Officer, Digital Marketing Account Manager, Digital and Social Media Executive, Digital Marketing Analyst, Digital Marketing Campaign Manager, On line and Digital Marketing Lead, On line and E-commerce Marketing Specialist, Social Media Specialist, Content Marketing Executive, Pay Per Click Analyst, Search Engine Optimisation Executive, Display Advertising Executive, Digital Producer, Programmatic Executive

Occupational profile: The Digital Marketer will lead on the creation and execution of a digital marketing strategy. They recognise and respond to business opportunities and customer requirements through a range of digital channels (such as Social Media, Websites, email). They actively employ content marketing and campaign management principles, and financial and analytical tools, to deliver successful initiatives that meet the needs and aspirations of their organisation.

Entry Requirements: Individual employers will set the selection / entry criteria. To be eligible to study for a Degree, typically candidates will have achieved grade C or above in at least five GCSE's including English and Maths, and at least two A levels or equivalent Level 3 qualifications. Candidates may have previously been in a Digital Marketer role or be able to demonstrate a real passion and personal experience in digital marketing.

Occupational Skills:

- Develop and critically apply the concepts, principles and theories of marketing relevant to the interdisciplinary topics of digital marketing.
- Apply the 4 marketing principles (product, price, place, promotion) and considerations of the business / marketing campaign.
- Write and create content for the different audiences, online channels and create clear "Call to Actions" and user journey's
- Demonstrate how to promote and apply content marketing effectively through the appropriate media channels, relationship management systems and communication platforms to ensure brand and cultural awareness are maintained throughout marketing strategies.
- Select a variety of appropriate research methodologies, platforms and technologies to synthesise information and apply to the organisation's digital marketing strategies, drivers and customer behaviours.
- Manage, plan, specify, lead and report on digital marketing projects.
- Manage and optimise key channels and content within a digital marketing plan.

- Manage interfaces and the supply network of the organisation and customer by applying the appropriate E-commerce strategies and models available and whenever appropriate taking global engagements into account.
- Apply a marketing mix / digital marketing mix to meet customer expectations.
- Accurately observe, record and draw conclusions from all types statistical analysis of campaign performance, recognising inherent uncertainties and limitations with financial and budgetary requirements to demonstrate Return on Investment (ROI).
- Engage communities through Email Marketing and Social Media to stimulate and encourage communication through positive discussion and engagement.
- Apply the appropriate tools for a data-led approach to analyse marketing information and platforms, data and social media and recognise what is actually important for insights and optimisation to provide solutions for marketing decisions.
- Contribute to business, planning and marketing strategies to recognise and respond quickly to opportunities and customer requirements whilst embracing change.
- Identify, recognise and understand internal and external business intelligence and factors that may impact future operations.
- Interpret, communicate and brief internal or external stakeholders on digital business requirements.

Occupational Knowledge: The Digital Marketer will be able to understand:

- The strategic implications of the disruptive digital environment.
- Natural/organic and paid marketing to increase the visibility and promotion of websites.
- The leading marketing theorists and practitioners when managing and implementing brand equity, brand awareness and strategic brand management.
- Professional bodies and their insights into emerging technologies, trends and themes within the digital marketing environment.
- Customer insight, strategic relationships, acquisition and focus of customers, taking into account the customer experience and retention /loyalty.
- How to foster business-to-business (B2B) marketing relationships through social media to launch products based on price and popularity.
- The types of online and offline paid, owned and earned media, and how this works together.
- Digital marketing regulatory requirements, data protection, compliance and ethics, both national and international.
- The Digital Marketing environment for International marketing and multichannel marketing, for agencies as well as client.
- Stakeholder and customer requirements, commercial awareness and business improvement processes that are relevant to campaign management.

- Digital graphic design, interface design, and authoring.
- The user experience, and how to maximise engagement.
- Segmentation, targeting and application of sales funnel, path to purchase, and customer attribution.
- E-commerce and the importance of product descriptions, images, site layout and what makes a good online shopping experience.

Behaviours:

- Ability to communicate and actively listen at all levels.
- Ability to work under pressure and unsupervised, and interact effectively within teams.
- Consider the impact of work on others, especially where related to culture, diversity and equality.
- Demonstrate business disciplines and compliance with procedures and principles to ensure work is of high quality and fit for purpose, with high attention to detail and the ability to work to deadlines.
- Show integrity and respect for confidentiality and data security in work and personal situations.
- Be enthusiastic and have a thorough and flexible approach to work and to personal development through CPD and life-long learning.
- Logical thinking and a creative approach to problem solving to systematically analyse and apply structured techniques to complex systems and situations.

Duration and Level: this Level 6 apprenticeship will typically be between 3-4 years.

Qualifications: Bachelor Degree in Digital Marketing.

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment.

Professional Recognition: On completion the apprentice will be eligible to apply for professional registration at associate grade for the Chartered Institute of Marketing, Institute of Direct & Digital Marketing, and BCS, The Chartered Institute for IT, who will also recognise this apprenticeship for entry onto the register of IT technicians confirming SFIA level 3 professional competence.

Review date: This standard will be reviewed after 3 years.

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Version log

VERSION	CHANGE DETAIL	EARLIEST START DATE	LATEST START DATE	LATEST END DATE
1.0	Approved for delivery	22/06/2018	Not set	Not set