

Digital Marketer Degree Apprenticeship

Line Manager and Mentor Training
July 2023

Please note that this session will be recorded

Agenda

- Introductions
- Recent updates
- Reporting and Comms
- Programme structure for Year 2
- Manager's role
- Reviews and Skills coach support



Welcome: DMDA Programme Team



**Interim Programme
Leader (Mat Cover)**

Allie Johns

A.Johns@mmu.ac.uk



Skills Coach:

Tom Latimer

T.Latimer@mmu.ac.uk



Employer Relationship Manager:

Coral Grainger

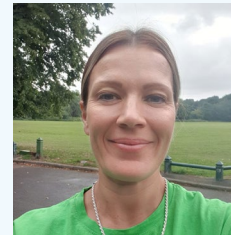
Coral.Grainger@mmu.ac.uk



Senior Skills Coach:

Tracy Thomson

t.thomson@mmu.ac.uk



Skills Coach:

Ellie Cresswell

e.cresswell@mmu.ac.uk



**Apprenticeship Development
Advisor**

Alex Barker

A.Barker@mmu.ac.uk



Programme Manager:

Jess East

J.East@mmu.ac.uk

Recent awards success

Digital Marketer degree apprentices recognised include:



Insider Media's
North West Young
Professional Awards
2023 Finalist
Madeline Thorpe



MPA Inspiration
Awards 2021
Rebecca Wheble



GTA England
Apprentice
Awards 2020
Nicola Dyer



Maison Heywood

North West Apprenticeship Awards 2023 – Apprentice of the Year



Engineering & Manufacturing Winner | Maison Heywood

Professional Services Finalist | Katie Galvin

Tech, Digital and Creative Finalist | Madeline Thorpe



Digital Provider of the Year
AAC Awards 2023

Our First Digital Marketer Degree Apprentice Graduates:

76% achieved Distinction

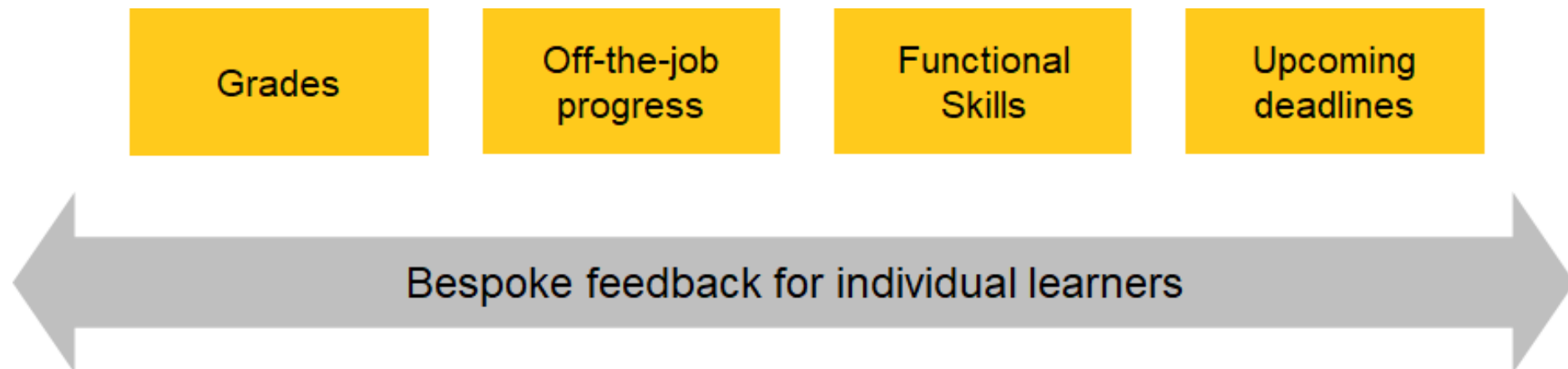
24% achieved Merit



62% achieved 1st Class honours
38% achieved upper 2nd Class
honours

Communications: Reporting

- **Employer Advisory Boards**
- **Account management reporting** - with employer main contact, or via Skills Coach if preferred
- **Quarterly call or meeting** with Coral or Alex if requested
- **MI data provided in advance of calls**, covering:



Support material – Employer Resource Pages

Apprenticeships - Resources - Digital Marketer Employer Information

Apprenticeship Information

Information for Employers of Digital Marketer Degree Apprentices

Welcome to our information for employers of Digital Marketer Degree Apprenticeship students. If there is any information that you need, not listed on this page, please contact the apprenticeships unit on apprenticeships@mmu.ac.uk or call 0161 247 3720.

- Line Manager and Mentor Information
- Apprentice Timetables
- Four Year Overview and Unit Descriptions
- Apprenticeship Standard and Assessment Plan
- End Point Assessment
- E-portfolio
- Apprenticeship off-the-job guidance
- Workplace Induction Checklist
- Employer Handbook
- Laptop Specifications
- Safeguarding Advice
- Exhibit at an Open Evening

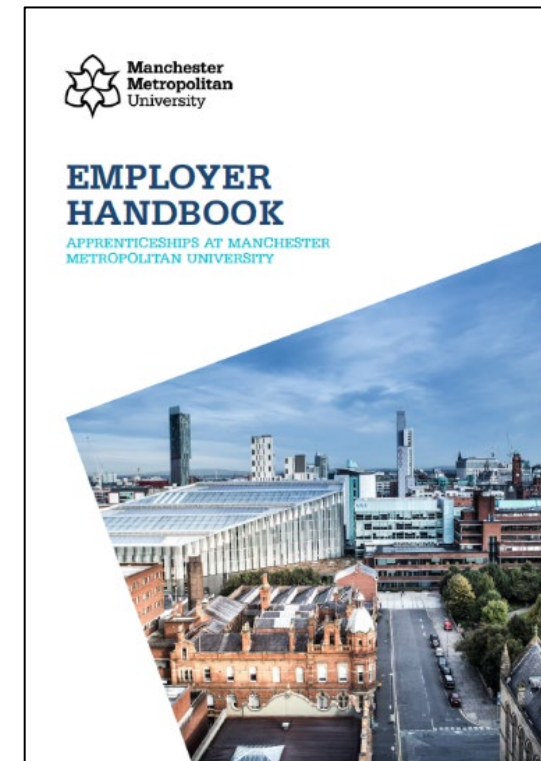


Manchester Metropolitan University

SAFEGUARDING APPRENTICES

INFORMATION FOR EMPLOYERS

The cover features a photograph of two young women sitting at a desk, looking at a laptop screen. The woman on the left has blonde hair and is wearing a beige sweater, while the woman on the right has long dark hair and is wearing a red jacket.



Manchester Metropolitan University

EMPLOYER HANDBOOK

APPRENTICESHIPS AT MANCHESTER METROPOLITAN UNIVERSITY

The cover features a photograph of a cityscape with a large, modern building with a glass facade in the foreground and older brick buildings in the background. The sky is blue with some clouds.

Apprenticeship Standard

As a line manager, it is crucial that you are aware of the **knowledge, skills and behaviours** within the apprenticeship standard and support your apprentice to develop in these areas.

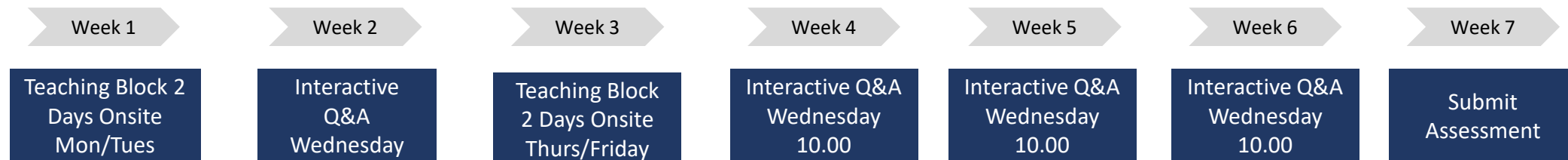
This can involve creating opportunities for them to grow in these areas or helping them to recognise what they are doing in the workplace correlates to a knowledge, skills or behaviour.

Become familiar with the Digital Marketer Degree apprenticeship standard

[dmda_apprenticeship_standard.pdf \(mmu.ac.uk\)](https://www.mmu.ac.uk/dmda_apprenticeship_standard.pdf)

Delivery Model

- F2F and IQA delivery
- 2 x 2 Full F2F Teaching Day (Weeks 1 & 3)
- IQA's/Webinars (Weeks 3, 5 & 6 – these are recorded)
- Week 7 is Submission Week (unless students have extra time due to Christmas/Easter Break)



Digital Marketer

Academic Delivery Model

Allie Johns, interim Programme Leader/Senior Lecturer

Year 2 key dates

Unit	Start Date	Assessment Submitted
Principles of E-Commerce (L4)	19th Sept 2023	3rd Nov 2023
Understanding Customer Engagement (L4)	6th Nov 2023	5th Jan 2024
Digital Human & Audiences (L5)	17th Jan 2024	23rd Feb 2024
Audience Acquisition (L5)	6th March 2024	26th April 2024
Managing Social Media Practice (L5)	1st May 2024	7th June 2024
Key Issues in the Digital Environment (L5)	10th June 2024	26th July 2024

Please note all dates are provisional and subject to change

Principles of E-Commerce

Produce a proposal for the development of a simple E-commerce proposition.

Implement aspects of a simple E-commerce proposition.

Justify decisions behind E-commerce planning and implementation.

Assessment: Proposal - 3rd Nov 2023

Understanding Customer Engagement

Identify best practice in customer engagement

Identify opportunities for personalisation in an organisation's engagement activities

Discuss the issues of engaged communities to an organization

Assessment: Proposal - 5th Jan 2024

Digital Human & Audiences

Assess the digital humans and audiences and their behaviours

Apply techniques to engage and persuade digital audiences effectively

Apply data and techniques to identify drivers of behaviour

Assessment: Proposal - 23rd Feb 2024

Audience Acquisition

Identify different target audiences for acquisition using behavioural targeting approaches

Apply appropriate techniques in the use of organic and paid channels for audience acquisition

Evaluate organic and paid channel capability for acquiring target audiences

Assessment: Proposal - 26th April 2024

Managing Social Media Practice

- Appraise the use of social media communication in a business/marketing context
- Prepare a social media marketing strategy and plan for an organisation.
- Employ suitable social media techniques

- Assessment: Report - 7th June 2024

Key Issues in the Digital Environment

- Investigate key issues within an organisation's digital environment
- Evaluate the impact of issues on an organisation's ability to operate in a digital environment
- Develop a plan for managing issues in the digital environment when developing new business or new products

- Assessment: Report - 26th July 2024

Look Ahead - Year 3

- Managing brand and reputation online
- Creating and using compelling content
- Can evaluate performance, as well as measure
- **Strategically effective** by the end of year 3

Level 5

Level 6

Year 3

Managing Digital Brands (15 credits)

Content Marketing (15 credits)

Measurement and Performance of Digital Marketing (15 credits)

Conversion Marketing (15 credits)

Digital Value Proposition Design (15 credits)

Digital Comms Strategy (15 credits)

Look Ahead - Year 4

- DBMD – how new products are informed, shaped and launched within the organisation (canvas)
- Able to direct the whole campaign – coordinate input from other execs and suppliers
- Synoptic Project

By the end of Year 4:

A confident, experienced Digital Marketing Professional

Level 6

Year 4

Digital Business Model Design (15 credits)

Digital Comms Campaign Management (15 credits)

End-Point Assessment and Synoptic Project
(60 credits)

Skills Coach Support

- Skills Coaches conducts quarterly reviews with the apprentice and their line manager to monitor progress and set workplace and KSB related targets
- Point of contact for apprentice and line manager
- Pastoral support and guidance (extensions and referrals) and encouragement
- Support and preparation for end-point assessment
- Support the development of the apprentice's portfolio
- Lead professional development and skills workshops



Review 1

Sept - Dec



Review 2

Jan - March



Review 3

March - June



Review 4

June - August

Employer & Apprentice KSB Sign Off Checklist



Apprentice Evidence Sign off Form

- The aim of this document is for all parties of the apprenticeship programme to sign off and confirm that the apprentice has fulfilled and completed enough evidence to meet the required KSBs.

Apprentice sign off

Employer sign off

Skills Coach sign off

End of the academic year



KSB	Apprentice Comments	Employer Comments	Skills Coach/MMU
Knowledge – Year 1	What evidence can you provide?	Do you feel the apprentice has completed this part of the Standard for the programme?	Do you feel the apprentice has completed this part of the Standard for the programme?
The types of online and offline paid, owned and earned media, and how this works together	<ul style="list-style-type: none"> Have done some online ads for Company A 	I agree with Apprentice comments. Has worked on paid ads for Company A	<ul style="list-style-type: none"> Achieved 72% in Audience Acquisition
The Digital Marketing environment for International marketing and multichannel marketing, for agencies as well as client side			
Skills -Year 1			
Demonstrate how to promote and apply content marketing effectively through the appropriate media channels, relationship management systems and communication	<ul style="list-style-type: none"> Completed Platforms essentials – gained 80% Used CRM system to perform a Facebook Campaign for Client1. Great feedback from client 	<ul style="list-style-type: none"> I agree with Apprentice comments. 	<ul style="list-style-type: none"> 80% achieved and also performed a PD on this skill.

Manager's Role

- Regular one-to-ones with apprentice – give constructive feedback
- Off the Job - support apprentice to meet off the job requirements
- Encourage them to network and access expertise within the organisation to develop skills and behaviours
- Be conscious of their assignment deadlines
- Read assignments before submission and check that it does not breach your confidentiality policy
- Attend reviews between your apprentice and their Skills Coach
- Re-enforce University attendance policy
- Review / Sign off KSB Checklist (annually)



SUPPORT AT MANCHESTER MET

Disability Advisers

- Assess student need
- Draw up appropriate personal learning plans
- Facilitate applications for Disabled Students' Allowances
- Work with academic depts. to ensure support requirements are met

Academic and Study Skills Tutors

- One-to-one study skills support
- Academic and study skills workshops/webinars/online support
- Bespoke, in-curricular sessions for programmes
- Support for students with specific learning difficulties

Student Wellbeing Advisers

- Professional wellbeing support for students with low to moderate mental health and anxiety issues
- A triage service to identify students who need more specialist support
- A proactive approach to wellbeing
- Support for students with specific learning difficulties

Student Experience Officers

Support the development of learning communities by:

- Organising induction activities
- Helping with student societies
- Developing and maintaining peer mentoring and social media platforms
- Promoting student surveys

Student Hub Services Student Advisors

Non-academic related queries including:

- Student finance and Met Card queries
- Exceptional factors claims support
- Support for student engagement
- Personal emergency evacuation plans
- Referral to specialist services

Counsellors and Mental Health Advisers

- One-to-one and group-based counselling
- Management of students with high risk and complex mental health conditions
- Liaison with NHS and other external therapeutic providers

Year 2 Targets

Knowledge

- E-commerce and the importance of product descriptions, images, site layout and what makes a good online shopping experience
- How to foster business-to-business (B2B) marketing relationships through social media to launch products based on price and popularity
- The user experience, and how to maximise engagement

Skills

- Apply a marketing mix / digital marketing mix to meet customer expectations
- 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

Behaviours

- Ability to communicate and actively listen at all levels
- Ability to work under pressure and unsupervised, and interact effectively within teams
- 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

Recap and Questions

- Understand the **DMDA standard** to help your apprentice identify opportunities for development and application of knowledge in the workplace.
- Help your apprentices to identify **suitable workplace activity**.
- Meet with your apprentice regularly to offer support, **monitor progress** and help to build strong workplace connections
- Get in touch if there are any issues: apprenticeships@mmu.ac.uk

Contacts

Apprenticeship Unit: General enquiries

E: apprenticeships@mmu.ac.uk

T: 0161 247 3720

DMDA Programme Manager: Jess East

E: jess.east@mmu.ac.uk

T: 0161 247 3720

Employer Relationship Manager: Coral Grainger

E: coral.grainger@mmu.ac.uk

T: **07901948716**

Apprenticeship Development Advisor: Alex Barker

E: a.barker@mmu.ac.uk

T: **07785474524**

Senior Skills Coach: Tracy Thomson

E: t.thomson@mmu.ac.uk

T: **07970 119 559**

Skills Coach: Ellie Cresswell

E: ellie.cresswell@mmu.ac.uk

T:

Skills coach: Thomas Latimer

E: t.latimer@mmu.ac.uk

T:

