Digital Marketer Degree Apprenticeship

Year 3 - Line Manager and Mentor Training
July 2023

Manchester Metropolitan University

Please note that this session will be recorded

Agenda

- Introductions
- Recent updates
- Reporting and Comms
- Programme structure for Year 3
- Manager's role
- Reviews and Skills coach support
- Study Skills

Welcome: DMDA Programme Team

Interim Programme Leader (Mat Cover)
Allie Johns
A.Johns@mmu.ac.uk

Employer Relationship Manager:
Coral Grainger
Coral.Grainger@mmu.ac.uk

Apprenticeship Development Advisor
Alex Barker
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Skills Coach:
Tom Latimer
T.Latimer@mmu.ac.uk

Skills Coach:
Tracy Thomson
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Skills Coach:
Ellie Cresswell
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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

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

Maison Heywood

Digital Provider of the Year
AAC Awards 2023

Our First Digital Marketer Degree Apprentice Graduates:

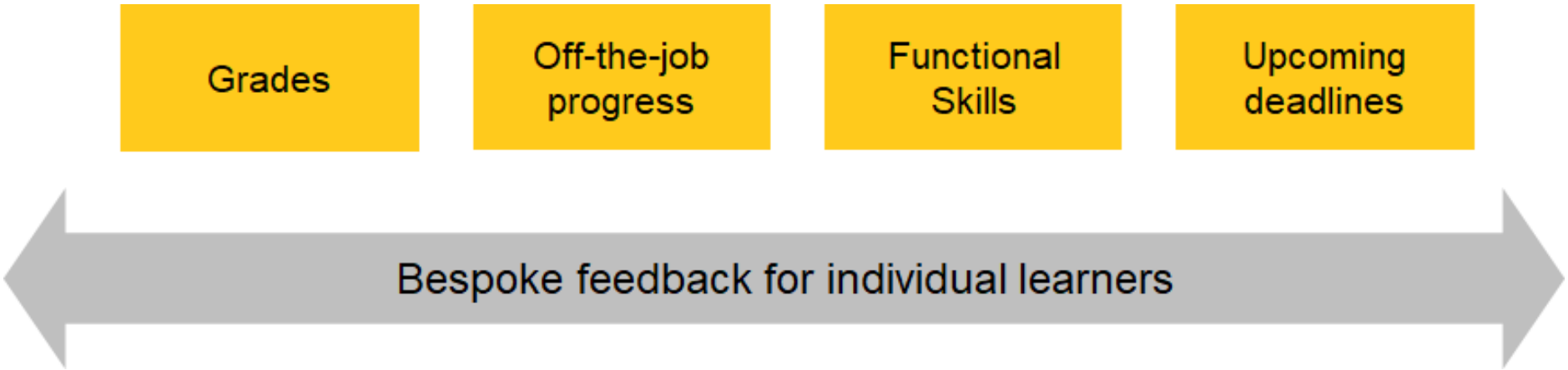
76% achieved Distinction

24% achieved Merit

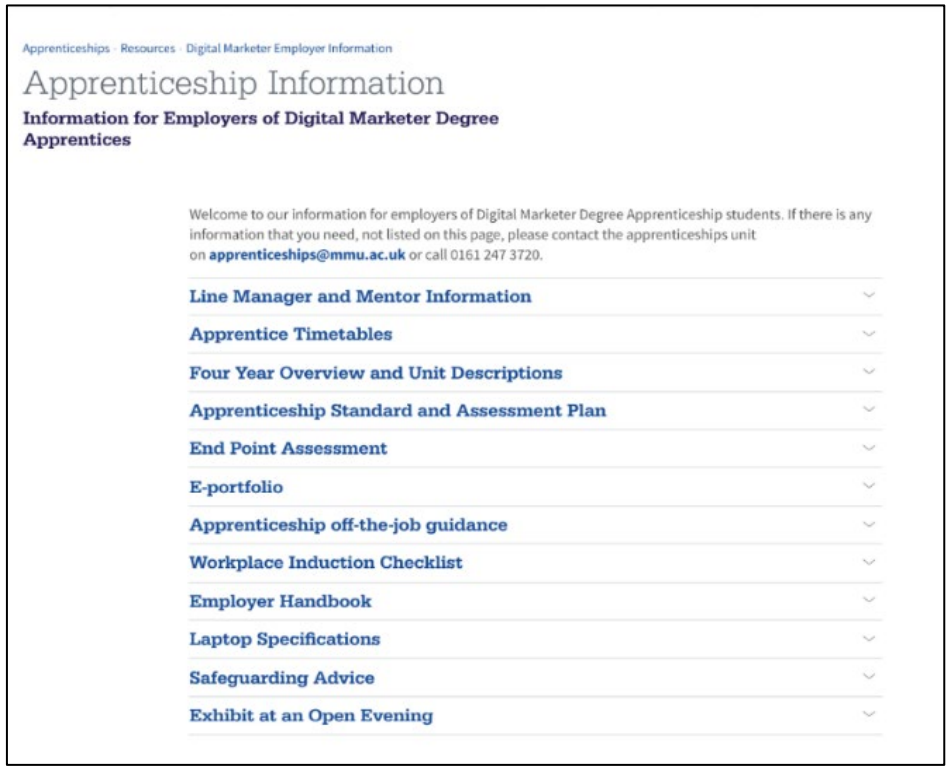
62% achieved 1st Class honours
38% achieved upper 2nd Class honours

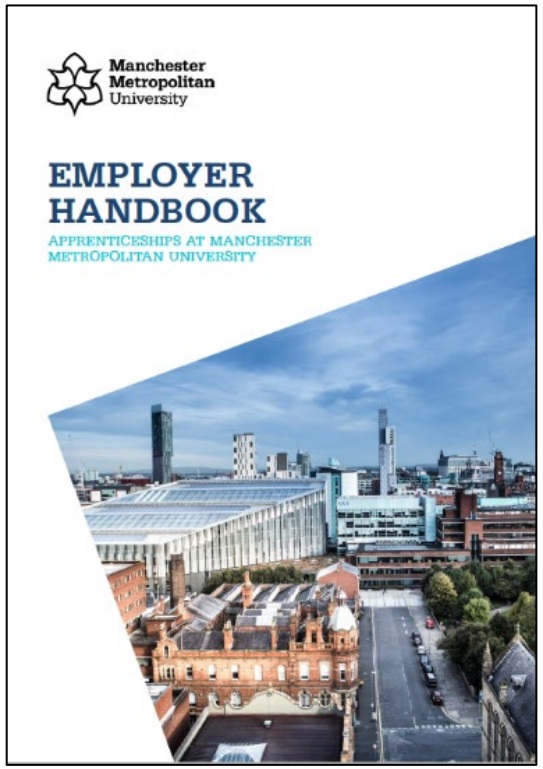
Communications: Reporting

- **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





mmu.ac.uk/apprenticeships/resources/digital-marketer

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.

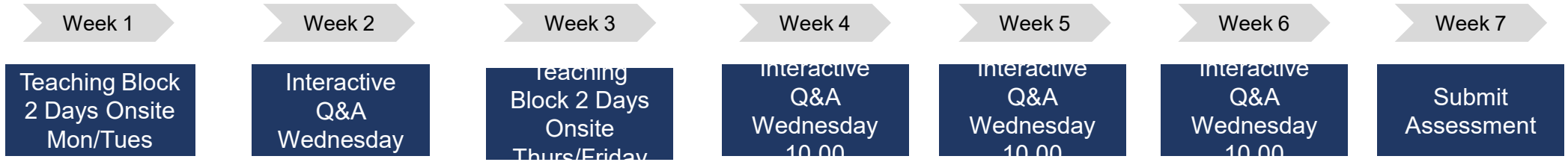
This can involve creating opportunities for them to grow in these areas or helping them to recognise what they are doing in the workplace correlates to a knowledge, skills or behaviour.

Become familiar with the Digital Marketer Degree apprenticeship standard

dmda_apprenticeship_standard.pdf (mmu.ac.uk)

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

Year 3 key dates

Unit	Start Date	Assessment Submitted
Managing Digital Brands	21st Sept 2023	3rd Nov 2023
Content Marketing	9th Nov 2023	6th Jan 2024
Measurement and Performance in Digital Marketing	11th Jan 2024	23rd Feb 2024
Conversion Marketing	29th Feb 2024	26th April 2024
Digital Value Proposition Design	25th April 2024	7th June 2024
Digital Comms Strategy	13th June 2024	26th July 2024

Please note that all dates are provisional and subject to change

Managing Digital Brands

- Analyse communication design problems as they apply to the development of an online brand
- Examine the creation, development and management of a brand
- Demonstrate practical skills in visualising brand design solutions

- Assessment: 3rd Nov 2023

Content Marketing

- Produce a content plan for an organization
- Analyse customer needs, problems and issues in relation to content
- Construct effective pieces of content for use by an organisation across multiple channels

- Assessment: 6th Jan 2024

Measurement and Performance in Digital Marketing

- Design and develop a strategic digital evaluation programme
- Critically evaluate data from a range of analytical tools
- Improve ROI from digital campaigns

- Assessment: 23rd Feb 2024

Conversion Marketing

Identify new practice in campaign design to maximise conversion and ROI
Demonstrate a critical appreciation of conversion through digital communications techniques
Demonstrate a structured and integrated approach to campaign planning for conversion

Assessment: Portfolio 26th April 2024

Digital Value Proposition Design

Evaluate product, service and offer development opportunities in organisations
Develop value propositions for an organisation’s product, service or offer
Create digital marketing messages to communicate value propositions

Assessment: 7th June 2024

Digital Comms Strategy

- Review current marketplace challenges and digital comms capabilities of the organisation
- Develop digital comms objectives for comms
- Set priorities for a channel strategy to achieve goals

- Assessment: 26th July 2024

Look Ahead - Year 4

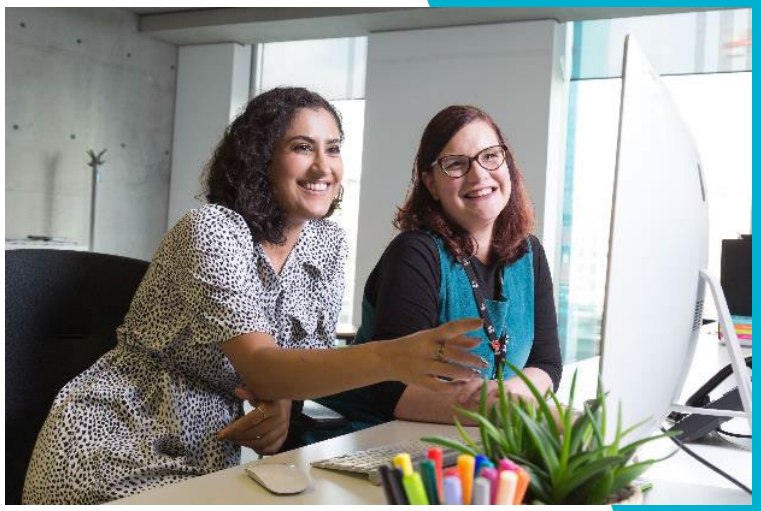
- DBMD – how new products are informed, shaped and launched within the organisation (canvas)
- Able to direct the whole campaign – coordinate input from other execs and suppliers
- Synoptic Project

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

- Conducts quarterly reviews with 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 (e.g. 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

Manager's role

- Regular one-to-ones with apprentice – give constructive feedback
- **20% off the job** – making sure they are on-track – current target is 50% on e-portfolio
- 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
- Sign off KSB Checklist

Employer & Apprentice KSB Sign Off Checklist

Manchester Metropolitan University

Apprenticeships

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.

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	• *Have done some online ads for Company A*	*I agree with Apprentice comments. Has worked on paid ads for Company A*	• *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	• Completed Platforms essentials – gained 80% • Used CRM system to perform a Facebook Campaign for Client1 . Great feedback from client	• I agree with Apprentice comments.	• 80% achieved and also performed a PD on this skill.

Apprentice sign off	End of each year
Employer sign off	
Skills Coach sign off	

Year 3	**Knowledge**	Stakeholder and customer requirements, commercial awareness and business improvement processes that are relevant to campaign management
		Professional bodies and their insights into emerging technologies, trends and themes within the digital marketing environment
	Skills	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)
		Identify, recognise and understand internal and external business intelligence and factors that may impact future operations
		Contribute to business, planning and marketing strategies to recognise and respond quickly to opportunities and customer requirements whilst embracing change
	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

SUPPORT AT MANCHESTER MET

Manchester Metropolitan University

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