

**NOW
SKILLS**



Education & Skills
Funding Agency



Apprenticeships



June 2018

Digital Marketer Apprenticeship Standard Level 3

About NowSkills

There are 2 things that differentiate NowSkills from regular apprenticeship providers: We specialise in IT Apprenticeships and we are only based in the Northwest of England. So if you're looking for a provider who knows their CSS from their CPU and their BYOD from their BSoD and also delivers engaging learning with excellent customer service, then we could be the answer.

As we're only based in the Northwest of England, you'll be working with our "A" team, not a regional office. Our learners apply to us direct because we're known for delivering real IT roles and for working with some of the region's leading employers. We deliver our own style of added-value IT Apprenticeships, in our own city-centre training venues (Liverpool & Manchester) using our own full-time employed teams.

We don't resell anyone else's Apprenticeships

At NowSkills IT Apprenticeships we have developed a bespoke apprenticeship program for the Software Development Technician Standard. Our bespoke program includes classroom training, online learning, 1-2-1 training and mentoring as part of a real paid job with a local employer.

The course will equip apprentices with the knowledge and understanding required for the role of Software Development Technician. It will also facilitate the apprentice in developing and enhancing their existing IT skills, Personal Learning and Thinking Skills (PLTS) and support from your company through its continual development and prosperity.

This is an official Apprenticeship Standard qualification, not an Apprenticeship Framework. When you compare Apprenticeships, ensure you're enrolling onto the latest Apprenticeships Standards. From 2018 all new NowSkills apprenticeship enrolments will be on Standards.

94.6%
of
Apprentices
complete
programme*
Aug 17 - June
18

97%
of
customers
recommend our
service*
Jan - June 18

Levels of Qualifications

Level 1	<ul style="list-style-type: none">First certificateGCSE - grades 3, 2, 1 or grades D, E, F, GLevel 1 awardLevel 1 certificateLevel 1 diploma	<ul style="list-style-type: none">Level 1 ESOLLevel 1 essential skillsLevel 1 functional skillsLevel 1 national vocational qualification (NVQ)music grades 1, 2 and 3
Level 2 (Intermediate Apprenticeships)	<ul style="list-style-type: none">GCSEs grades A*-CBTEC First Diplomas and CertificatesOCR NationalsKey Skills Level 2NVQs at Level 2	
Level 3 (Advanced Apprenticeships)	<ul style="list-style-type: none">A LevelsAdvanced Extension AwardsGCE in applied subjectsInternational BaccalaureateKey Skills Level 3	<ul style="list-style-type: none">NVQs at Level 3BTEC DiplomasBTEC NationalsOCR Nationals
Level 4 (Higher Apprenticeships)	<ul style="list-style-type: none">NVQs at Level 4BTEC Professional Diplomas, Certificates and AwardsFoundation degreesHonours Degrees and more	
Level 5 (Higher Apprenticeships)	<ul style="list-style-type: none">Diploma of higher education (DipHE)Foundation degreeHigher national diploma (HND)Level 5 awardLevel 5 certificateLevel 5 diplomaLevel 5 NVQ	
Level 6 (Higher Apprenticeships)	<ul style="list-style-type: none">Degree apprenticeshipDegree with honours - for example bachelor of the arts (BA) honours, bachelor of science (BSc) honoursGraduate certificateGraduate diploma	<ul style="list-style-type: none">Level 6 awardLevel 6 certificateLevel 6 diplomaLevel 6 NVQOrdinary degree without honours
Level 7 (Higher Apprenticeships)	<ul style="list-style-type: none">Integrated master's degree, for example Master of engineering (MEng)Level 7 awardLevel 7 certificateLevel 7 diploma	<ul style="list-style-type: none">Level 7 NVQMaster's degreePostgraduate certificatePostgraduate diploma
Level 8 (Higher Apprenticeships)	<ul style="list-style-type: none">Doctorate, for example doctor of philosophy (PhD or DPhil)Level 8 awardLevel 8 certificateLevel 8 diploma	



Job role: Digital Marketer

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.

A Digital Marketer will typically be working as part of a team, in which they 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. They will normally report to a Digital Marketing Manager, a Marketing Manager or an IT Manager.

Apprenticeship: Digital Marketer Level 3

Duration: 15-18 months

Levy Funding Band: £12,000*

*non-Levy 100% Government Funded, Co-Investment or Levy Funded options available

Updated: June 2018

100%
Funding
Available

If you are unsure about your organisation's funding eligibility please contact us for details or request a copy of our *Apprenticeship Funding, Rules, Prices, Grants and Apprenticeship Levy Information For Employers Guide*



Entry Requirements

Individual employers will set the selection criteria, but this is likely to include 5 GCSEs (especially English, mathematics and a science or technology subject); other relevant qualifications and experience; or an aptitude test with a focus on IT skills.

Who is this Apprenticeship suitable for?

The Digital Marketer apprenticeship standard is suitable for any apprentice leaving secondary or tertiary education who has a keen interest in one or more of the various branches of digital marketing – Online/ Display Advertising, Social Media, Copywriting, Search Engine Optimisation, Search Engine Marketing, Paid Search/Media.

Other Level 3 Apprenticeship Standards from NowSkills



At the end of this Apprenticeship, Apprentices will be able to...

- Code in HTML and CSS
- Develop a social media strategy
- Create a social media campaign
- Use social media and understand the various platforms
- Analyse, present and report on data
- Effectively communicate using the Internet having learned about Internet technology
- Use search engines and understand the databases behind them
- Project and program manage
- Use plug-ins and add-ons
- Use local and web-based email
- Utilise the Internet to communicate



Technical Competencies of a Digital Marketer Apprentice

- 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
- Research: analyses and contributes information on the digital environment to inform short and long term digital communications strategies and campaigns
- Data: reviews, monitors and analyses online activity and provides recommendations and insights to others
- Analysis: understands and creates basic analytical dashboards using appropriate digital tools
- Digital analytics: measures and evaluates the success of digital marketing activities
- Uses digital tools effectively
- Applies at least two of the following specialist areas: search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click

- 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
- Customer service: responds efficiently to enquiries using online and social media platforms.
- Problem solving: applies structured techniques to problem solving, and analyses problems and resolves issues across a variety of digital platforms
- Implementation: builds and implements digital campaigns across a variety of digital media platforms
- Interprets and follows: –
 - o latest developments in digital media technologies and trends marketing briefs and plans
 - o company defined 'customer standards' or industry good practice for marketing
 - o company, team or client approaches to continuous integration
- Can operate effectively in their own business's, their customers' and the industry's environments

► Technical Knowledge and Understanding of an Digital Marketer Apprentice

- Understands the principles of coding
- Understands and can apply basic marketing principles
- Understands and can apply the customer lifecycle
- Understands the role of customer relationship marketing
- Understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly
- Understands the main components of Digital and Social Media Strategies
- Understands the principles of all of the following specialist areas: search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click and understands how these can work together

- Understands the similarities and differences, including positives and negatives, of all the major digital and social media platforms
- Understands and responds to the business environment and business issues related to digital marketing and customer needs
- Understands and follows digital etiquette
- Understands how digital platforms integrate in to the working environment
- Understands and follows the required security levels necessary to protect data across digital and social media platforms

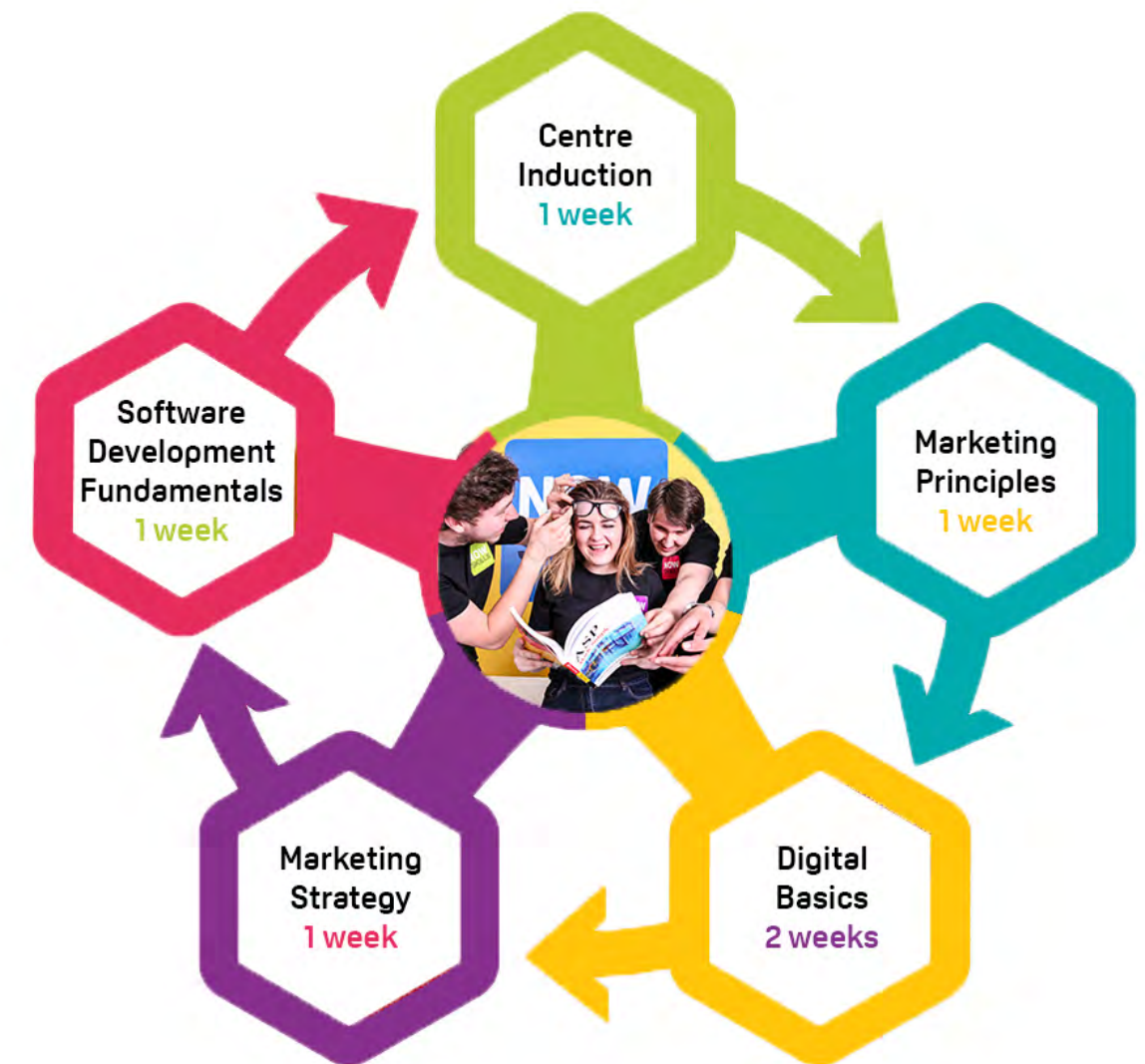
► Underpinning Skills, Attitudes and Behaviours of a Digital Marketer Apprentice

- Logical and creative thinking skills
- Problem solving skills
- Ability to work independently and to take responsibility
- Can use own initiative
- A thorough and organised approach
- Ability to work with a range of internal and external people
- Ability to communicate effectively in a variety of situations
- Maintains productive, professional and secure working environment



► Classroom Training Included

NowSkills includes 6 weeks of instructor led classroom training courses as part of the Digital Marketer Standard. The courses are designed to meet the technical objectives of the Apprenticeship. NowSkills delivers its own tailored courses in its own classrooms using its own employed trainers.



All of these classroom courses will lead to Apprentices' achieving their vendor qualifications



► Learning Support For Apprentices Included

At the start of an Apprenticeship, Apprentices are assigned a tutor who will be their main NowSkills contact point. The assessor will keep in regular contact with an Apprentice: for example, making workplace visits and acting as an intermediary with the employer. The assessor will also act as the first point of contact for any issues an Apprentice may have.

Online Training Included

Each learner enrolled on NowSkills' Digital Marketer Apprenticeship have access to a range of online courses on our elearning platform. Learners are given their own login and workspace and will be assigned a series of elearning courses to supplement their learning. We have over 2,000 different courses to choose from and these can be chosen to match the specific role and learning gaps of the learner.



LinkedIn Training Included

NowSkills offer exclusive access to the LinkedIn Online Learning platform for every Apprentice. There's a variety of courses available and learners can choose what they are interested in learning. Learners can choose different subjects to learn in the following areas; Business, Creative and Technology.

Once a learner completes a course, they will receive a badge of completion on their LinkedIn profile as well as a downloadable certificate.

Business Topics

BUSINESS SOFTWARE AND TOOLS

Accounting Software
Business Intelligence*
Cloud Storage
CRM Software*
Data Analysis*
Desktop Databases
Devices
Diagramming
Document Management
Email
Forms
Messaging
Note Taking
Desktop Operating Systems
PDF Management
Personal Productivity
Presentations
Project Management Software*
Spreadsheets
Web Conferencing
Word Processing

CAREER DEVELOPMENT

Career Management
Job Searching
Personal Branding*

LEADERSHIP AND MANAGEMENT

Business Strategy*
Coaching and Mentoring
Communication*
Decision-Making*
Executive Leadership
Leadership Skills
Management Skills
Meeting Skills*
Nonprofit Management
Organizational Leadership
Talent Management*
Teams and Collaboration*

MARKETING

Advertising and Promotion
B2B Marketing
B2C Marketing
Brand Management
Content Marketing
Digital Marketing
Email Marketing
Enterprise Marketing
Lead Generation
Mobile Marketing
Pay-Per-Click Marketing
Personal Branding*
Public Relations
Search Engine Marketing (SEM)
Search Engine Optimization (SEO)
Small Business Marketing*
Social Media Marketing
Social Selling*
Web Marketing Analytics

PROFESSIONAL DEVELOPMENT

Business Analysis*
Business Law
Business Strategy*
Communication*
Decision-Making*
Event Planning
Meeting Skills*
Operations Management
Personal Effectiveness
Product Management
Public Speaking
Teams and Collaboration*
Time Management
Writing

3D AND ANIMATION

2D Animation
3D Animation
3D Lighting
3D Materials
3D Modeling*
3D Particles and Dynamics*
3D Printing*
3D Sculpting
3D Textures
Animation*
Character Animation
Concept Art*
Game Art
Game Development*
Previsualization*
Real-Time Rendering*
Rendering
Rigging
Storyboarding*

ART AND ILLUSTRATION

Art Composition
Color*
Comic Books
Concept Art*
Digital Painting
Drawing*
Illustration
Painting
Typography*

VIDEO

Audio for Video
Filmmaking
Keying*
Shooting Video
Sound Design*
Video Color Grading*
Video Editing
Video Gear
Video Lighting
Video Post-Production
Video Pre-Production
Video Production
Video Script Writing

Creative Topics

GRAPHIC DESIGN

Brand Design
Color*
Design Business*
Design Thinking*
Digital Publishing
Drawing*
Fashion Design
Infographics
Layout and Composition
Logo Design
Print Production
Typography*

MOTION GRAPHICS AND VFX

2D Tracking
3D Particles and Dynamics*
3D Tracking
Animation*
Compositing
Keying*
Motion Graphics Effects
Motion Typography
Rendering*
Storyboarding*
Video Color Grading*
Visual Effects

WEB DESIGN

Interactive Web Content
Mobile Web Design
Responsive Web Design
Web Design Business*
Web Graphics
Web Standards
Web Typography

Technology Topics

CLOUD COMPUTING

Cloud Administration
Cloud Foundations
Cloud Platforms
Cloud Security
Cloud Services
Cloud Storage

DATABASE MANAGEMENT

Data Centers
Data Resource Management
Database Administration
Database Development*

DATA SCIENCE

Artificial Intelligence
Big Data
Business Analytics
Business Intelligence*
Data Analysis*
Data Governance
Data Modeling
Data Privacy
Data Science Careers
Data Visualization
GIS*
IoT Analytics
Machine Learning
Statistics

ENTERPRISE DEVELOPMENT

Cloud Development
CRM and ERP Development
Enterprise Database Development
Microsoft Development

IT HELP DESK

Client Operating Systems
Help Desk Skills
Operating System Distribution
Software Support
Upgrade and Maintenance

MOBILE DEVELOPMENT

Android Development
Cross-Platform Development
iOS Development
Mobile Games

NETWORK AND SYSTEM ADMINISTRATION

CRM Administration
Enterprise Content Management
IoT Infrastructure
IT Automation
IT Service Management
Mobile Device Management
Network Administration
Server Operating Systems
Software Administration
Software Deployment
Virtualization

SOFTWARE DEVELOPMENT

APIs
Core Programming Languages
Database Development*
Software Development Tools
Game Development*
IoT Development
Object-Oriented Programming
Programming Foundations

SECURITY

Access Control
Backup and Recovery
Cryptography
Network Security
Software Development Security*
Threats and Vulnerabilities

SOFTWARE METHODOLOGIES

Design Patterns
DevOps
Software Design
Software Development Security*
Software Project Management
Software Quality Assurance
Software Testing
Version Control

WEB DEVELOPMENT

Back-End Web Development
Content Management Systems
E-Commerce Development
Front-End Web Development

LEARNING

WITH **Lynda.com** CONTENT

End Point Assessment and your Apprenticeship Grade Included

Apprenticeship Standards differ from Frameworks in that they include an End Point Assessment. The End Point Assessment takes place toward the end of the apprenticeship, usually in the last 2-3 months. End-point assessments can only take place when any mandated on-programme classroom, online and vendor qualification learning has been passed.



Apprenticeship End Point Assessment and grading: who does it?

Any organisation on the ESFA's Register of Apprentice Assessment Organisations (RoAAO) can undertake Apprenticeship EPA against the standard, for which they're registered. Also, these organisations are responsible for delivering Apprenticeship End Point Assessments based on the specifications produced by the employers.

NowSkills would normally arrange a learner's Apprenticeship End Point Assessment. If employers would like to make their own arrangements, please inform us during the first 6 months of the apprenticeship. Additional charges may apply.

What Vendor Qualifications will Apprentices earn on this Apprenticeship?

NowSkills' Digital Marketer apprentices, as part of achieving their Apprenticeship, will also work towards the following vendor qualifications. They will also take the exams for:

- Microsoft Technology Associate Introduction to Programming Using HTML and CSS
- CIW Internet Business Associate
- CIW Social Media Strategist
- Functional Skills English and/or Mathematics (where required)



Microsoft Technology Associate Introduction to Programming Using HTML and CSS

Understand HTML Fundamentals

Construct markup that uses metadata elements

- Script; noscript; style; link; meta tags, including encoding, keywords, viewport, and translate

Construct well-formed markup that conforms to industry best practices

- DOCTYPE declaration; HTML; head; body; proper syntax, including closing tags and commonly used symbols; comments

Understand HTML Fundamentals

Analyze the impact of using inline styles, internal style sheets, and external style sheets

- When to use inline styles; when to use internal style sheets; when to use external style sheets; precedence when using a combination of inline styles and style sheets

Construct and analyze rule sets

- Valid syntax for the CSS rule set; selectors, including class, id, elements and pseudo-class

Construct well-formed style sheets that conform to industry best practices

- Reusing rules and rule sets; commenting; testing on multiple browsers; web safe fonts



Structure Documents Using HTML

Construct and analyze markup to structure content and organize data

- Table tags; h1-h6; p; br; hr; div; span; ul; ol; li

Construct and analyze markup that uses HTML5 semantic elements

- Semantic tags; header; nav; section; article; aside; footer; details; summary; figure; caption

Construct and analyze markup that implements navigation

- Image links; a; target; bookmark; relative versus absolute links; navigating simple folder hierarchies

Construct and analyze markup that uses form elements

- Form attributes; action; method; submission methods; accessibility; input types and restrictions; select; textarea; button; output; option; datalist; fieldset

Present Multimedia Using HTML

Construct and analyze markup that displays images

- img and picture elements and their attributes

Describe the appropriate use of the img, svg, and canvas elements

Construct and analyze markup that plays video and audio

- Video; audio; track; source; simple iframe implementations

Style Web Pages Using CSS

Construct and analyze styles that position content

- Positioning, including float, relative, absolute, max-width, overflow, height, width, and align; inline versus block; visibility; box model, including margins and padding

Construct and analyze styles that format text

- Font-family; color; font-style; font-size; font-weight; link colors; text formatting, including text alignment, text decoration, and indentation

Construct and analyze styles that format backgrounds and borders

- Border-color; border-style; border-width; backgrounds; divs; colors

Analyze styles that implement a simple responsive layout

- Units of measure; responsive effects with CSS, including viewport and media query; percentages versus pixels; frameworks and templates; max width

Topics



Included!

Introduction to IT Business and Careers

Information Technology (IT)
IT Job Roles
IT Industry Career Opportunities
Technical Concepts and Training
Technology Adoption Models
Business Modeling
Data Modeling
The Importance of Standards
That's a Hot Site

Internet Communication

Communicating via the Internet
Modern Web Technologies
Social Networking
Messaging
Blogging
Communicating Effectively over the Internet
Convergence and Unified Communications Technologies
Web 2.0 Travel Guide?

Web Browsing

Introduction to Web Browsing
Basic Functions of Web Browsers
Installing a Web Browser
Web Addresses
How Browsers Work
Browser Choices
Browsing Techniques
Browser Elements
Configuring Web Browser Preferences
Proxy Servers
Troubleshooting Internet Client Problems
Working the Help Desk



Introduction to Data Searching Tools

Overview of Databases
Introduction to Web Search Engines
Registering a Web Site with a Search Engine
Types of Web Searches
Basic Web Searching Techniques
Boolean Operators
Advanced Web Searching Techniques
Using Web Searches to Perform Job Tasks
Unexpected Web Search Results
Web Search Strategies
Evaluating Resources
Organizing Internet Research
Citing Copyrighted Online Resources
To Be Valid or Not to Be Valid?

Continued...

Introduction to Internet

Technology
Internet Technology
Overview of Networks
Overview of the Internet
Connecting to the Internet
Internet Protocols
Domain Name System (DNS)
Cloud Computing
Computing in the Cloud
Receiving and Viewing E Mail Messages
E Mail in the Workplace
E Mail Problems and Solutions
Personal Information Management
Mastering the Art of E-Mail

Business E Mail and Personal

Information Management
Introduction to Business Electronic Mail (E Mail)
How E Mail Works
E Mail Configuration Requirements
E Mail Message Components
Creating and Sending E Mail Messages

Protecting Yourself Online

Introduction to Protecting Yourself Online
The Right to Be Forgotten
Spam
Cookies
Configuring Browser Security
Authentication
Encryption
Malware (Malicious Software)
Virus Detection and Prevention
Spyware and Virus Removal
Updates and Patches
Locking Your Comp

Multimedia on the Web

Introduction to Multimedia on the Web
Objects, Active Content and Languages
Objects and Security Issues
HTML5 vs. Plug-ins
Introduction to Plug-in Technology
Data Compression and Decompression
Plug-in Installation
Types of Plug-ins
Firefox Add-Ons
Types of Viewers
Miscellaneous File Formats
Downloading Files with a Browser
The Right Tools for the Job
Protecting Company Resources
Firewalls
Security-Related Ethical and Legal Issues
Legal Protection

IT Project and Program Management

Overview of IT Project and Program Management
Resources for Technical Data
Project Management Fundamentals
Project Management Skills
Project Management Phases
The Project Triangle
Project Management Software
Creating Project Schedules
Documenting Projects
Planning and Scheduling Meetings
Browsers in the Business World
Reviewing Projects
Quality Assurance
Business Implications of IT Projects
Project Management Institute (PMI)
Program Management Concepts
We Need an Intranet!



Internet Services and Tools for Business

Internet Resource Tools
Mass E-Mail and Texting Services
List Servers
File Transfer Protocol (FTP)
Managing Downloaded Files
Virtual Network Computing (VNC)
Remote Desktop Connection
Peer-to-Peer Networks
Troubleshooting Using TCP/IP
Tools
Open-Source Development
Proprietary Software and EULAs
Software Patents
These Are Sensitive Files



CIW Social Media Strategist

Domain 1: Introduction To Social Media

Included!

- 1.1 Define "social media" and discuss how social media differs from traditional media, including quality, reach, frequency, accessibility, immediacy, and permanence.
- 1.2 Describe Web 2.0-enabled technologies, including the following: Ajax, tagging, Semantic Web, Web feed services, podcasts, streaming, mashups and dashboards.
- 1.3 Explain various social communication methods, including written communication such as e-mail, posting, commenting, instant messaging, live chatting, text messaging, VoIP, video conferencing and live streaming, as well as owned, earned and paid communication.
- 1.4 Explain the common reasons people use social media and list the types of social media consumers, including contributors, influencers, participants, sharers, and spectators.
- 1.5 Describe the five types of social media services and give examples of these sites: social publishing, social networks, social entertainment, social collaboration, and social commerce.
- 1.6 Explain the differences between social media and mobile social media, including location and time sensitivity.
- 1.7 Explain what engagement is in social media and how it is measured, including conversation volume, applause, sentiment, and amplification.
- 1.8 Identify common types of tools used with social media and explain what kind of information they provide.

Domain 2: Social Media For Business

- 2.1 Explain factors that influence the facilitation of social media throughout a business, including executive buy-in, company culture, organizational structure, and organizational arrangement.
- 2.2 Plan social media for a fictitious business, including the business mission and its SMART core business and organizational goals.
- 2.3 Explain how using crowdsourcing and crowdshaping in social media have affected business innovation.
- 2.4 Identify social media positions and the tasks and responsibilities of each role.
- 2.5 Given a scenario, determine the impact on a business of implementing social media, including budgets, staffing, training, and policies.
- 2.6 Explain the types of communication links that can exist with businesses using social media.
- 2.7 Describe organizational assets to leverage in a social media campaign, such as content, social media accounts, employees, influencers, and company-specific resources.
- 2.8 Explain elements that can help boost brand recognition on social media, such as consistency, social profiles, social voice and tone, and social characters.
- 2.9 Create a personal online social media profile.
- 2.10 List advantages and disadvantages of using social media in business.

Domain 3: Social Media Strategy

- 3.1 Describe the cycle of a social media strategy plan.
- 3.2 Conduct social media audits to assess the social media landscape, including brand presence, sentiment, positioning and competition.
- 3.3 Explain the importance of market segments that impact a social media strategy, such as geographic, demographic, psychographic and behavioral segments.
- 3.4 Develop social media personas for a business.
- 3.5 Identify the primary and secondary target social media audiences for a company, brand or product.
- 3.6 Perform a strengths, weaknesses, opportunities, and threats (SWOT) analysis based on a social media audit.
- 3.7 Explain the importance of making data-driven decisions in a business.



Domain 4: Social Media Campaigns

- 4.1 Explain a typical social media campaign and provide examples from current business on the Web.
- 4.2 Describe project management essentials in relation to a social media campaign, including creating a social media editorial calendar.
- 4.3 Assemble a project team of writers, editors, graphic designers, and subject-matter experts (SMEs) to satisfy the technical and marketing needs of a social media strategy.
- 4.4 Gather appropriate data for a successful social media campaign.
- 4.5 Identify the appropriate metrics for determining or declaring success in social media.
- 4.6 Given a scenario, explain the tactics and strategies for a social media campaign, including content, timing, communication, influencers, keywords, and gamification.
- 4.7 Describe how to support the message of a social media campaign.
- 4.8 Given a scenario, create a call to action for a social media campaign.
- 4.9 Explain the types of content that can be used in a social media campaign.
- 4.10 Given a scenario, create or select the appropriate content for a social media campaign.
- 4.11 Explain how to find, organize, and share curated content for use in social media campaigns and identify challenges of using curated content.

Domain 5: Social Media Platforms

- 5.1 Choose the appropriate social media platform and find social networks for a specific industry or niche.
- 5.2 Given a scenario, justify a social media platform choice, including business objectives for your social media campaign.
- 5.3 Assess the environment and audience of a social media site. Determine audience composition for a social media site, including the number of followers and various demographics.
- 5.4 Identify the metrics available on social media platforms.
- 5.5 Determine platform-specific strategies and tactics you can employ on various social media platforms.
- 5.6 Identify the dynamics of a social media community.
- 5.7 Describe how to build a social media community.
- 5.8 Describe the primary responsibilities of a social media community manager, including being the “face” of the brand.
- 5.9 Identify communication strategies that allow community members to have a voice in your community.
- 5.10 Given a scenario, determine how to identify and work successfully with social media contributors and influencers.
- 5.11 Identify social media trends and ways to use them to your advantage.

Domain 6: Social Media Presentations & Blogs

- 6.1 Explain how presentations (e.g., Webinars, Webcasts, podcasts and live streaming) can be social.
- 6.2 Develop objectives for a social presentation.
- 6.3 Analyze gathered data on audience needs, values and constraints for a social presentation.
- 6.4 Create a social presentation using a three-part structure (i.e., beginning, middle and end).
- 6.5 Deliver a social presentation.
- 6.6 Use techniques to reduce speaking anxiety before and during a social presentation.
- 6.7 Prepare notes and visual aids for a social presentation.
- 6.8 Describe how to lead a question-and-answer session.
- 6.9 Explain how a business blog can provide multiple functions for a social media strategy.



Domain 7: Social Media Risk, Reputation & Crisis Management

- 7.1 Explain the types of risks related to social media that a business might encounter.
- 7.2 Explain how organizational weaknesses can put a business at risk on social media.
- 7.3 Identify the steps to performing a social media risk assessment.
- 7.4 Describe components of an effective social media risk management strategy, including governance, processes and systems.
- 7.5 Explain the purpose and importance of social media policies.
- 7.6 Describe social media data and how it might be accidentally or maliciously misused by employees or non-employees.
- 7.7 Given a scenario, describe legal, regulatory and compliance issues that a business might encounter because of social media.
- 7.8 Identify reputation risk factors for a business that are related to social media.
- 7.9 Describe the components that make up a social media crisis plan, including roles, messages and action plan.
- 7.10 Explain the stages of a social media crisis, including detection, identification, response and recovery.

Domain 8: Social Media Advertising

- 8.1 Describe the differences between paid and organic social media.
- 8.2 Given a scenario, identify the target objective and audience for an advertising campaign.
- 8.3 Explain how to set a social media budget for an advertising campaign.
- 8.4 Describe how to measure the performance of an advertising campaign.
- 8.5 Describe the type of content that makes the best ads on social media, and how to test variations of ads using A/B testing.
- 8.6 Create a Facebook advertisement, selecting the appropriate ad type, audience, budget and metrics.
- 8.7 Describe how to advertise on Instagram through a Facebook business page.
- 8.8 Create a Twitter advertisement, selecting the appropriate ad type, audience, budget and metrics.
- 8.9 Create a LinkedIn advertisement, selecting the appropriate ad type, audience, budget and metrics.
- 8.10 Explain how to advertise on Google platforms (Google+, YouTube).
- 8.11 Describe how to create a Promoted Pin on Pinterest.
- 8.12 Given a scenario, describe how to select the best platform for your business.
- 8.13 Describe best practices for creating social media advertising.

Domain 9: Social Media Metrics and Analysis

- 9.1 Describe what big data is, how it is related to social media, and the types of data that social media generates.
- 9.2 Describe strategies for analyzing big data generated from social media.
- 9.3 Identify the characteristics of big data, including volume, velocity, variety, veracity, confidence, context and choice.
- 9.4 Describe what social media mining is and its process.
- 9.5 Explain how to extract and archive data from social media.
- 9.6 Explain the process of cleaning and transforming big data so it is ready for analysis.
- 9.7 Describe how visualizing big data from social media can help a company when analyzing data.
- 9.8 Describe how to calculate social media ROI.
- 9.9 Identify the types of social media metrics that can be used for different stages of the social media funnel.
- 9.10 Describe what a conversion is in social media, how to measure conversions and the various types of conversion attribution models.
- 9.11 Describe the types of tools used in social media analytics.

Domain 10: Social Media Reporting & Optimization

- 10.1 Describe what a social media report is and the steps for creating one.
- 10.2 Identify types of social media reports and scenarios where they are useful.
- 10.3 Explain how the audience should be considered when creating a social media report.
- 10.4 Describe what social media optimization (SMO) is and how it fits into the social media strategy planning cycle.
- 10.5 Explain how social media can be optimized by integrating it into traditional marketing campaigns.
- 10.6 Describe methods of optimizing content for social media.
- 10.7 Describe how metadata is used for SMO and identify the types of metadata protocols (Open Graph, Twitter Cards, and schema.org) and their tag structures.
- 10.8 Explain how social media optimization (SMO) can have an impact on search engine optimization (SEO) and steps you can take to improve your SEO using SMO.



Career Progression

On completion of this Apprenticeship, job roles that are likely to become available to learners may include but are not limited to:

- Digital Marketing Co-ordinator
- Campaign Executive
- Social Media Executive
- Content Co-ordinator
- Email Marketing Assistant
- SEO Executive
- Analytics Executive
- Digital Marketing Technologist

This apprenticeship is recognised for entry on to the Register of Digital Marketers and those completing their apprenticeships are eligible to apply for registration.

Completion of the apprenticeship would also allow access to join as an Affiliate (Professional) member of the CIM (Chartered Institute of Marketing) and/or Associate membership of BCS.

Next Step

If you would like to register for a Digital Marketer Apprenticeship, please visit: <https://nowskills.co.uk/apprentices/getting-started/register/>

If you are an employer and you are interested in employing a Digital Marketer apprentice or your are interested in enrolling your existing employees onto the Apprenticeship please contact visit us <https://nowskills.co.uk/employers/nowskills-you/callback-request/>



Case Studies

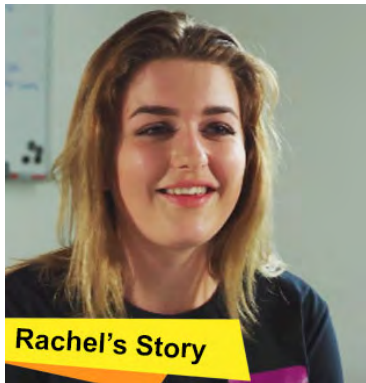
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