



# Education, Training & Employment Solutions

## Digital Marketer

The online presence of any business is vitally important. A Digital Marketer's main role and responsibility 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. Our Digital Marketer programme can support businesses to train and develop staff, whether working independently or as part of a wider marketing team, to develop the skills and knowledge required to take on responsibility for intermediate elements of a businesses' overall marketing plan or campaign.

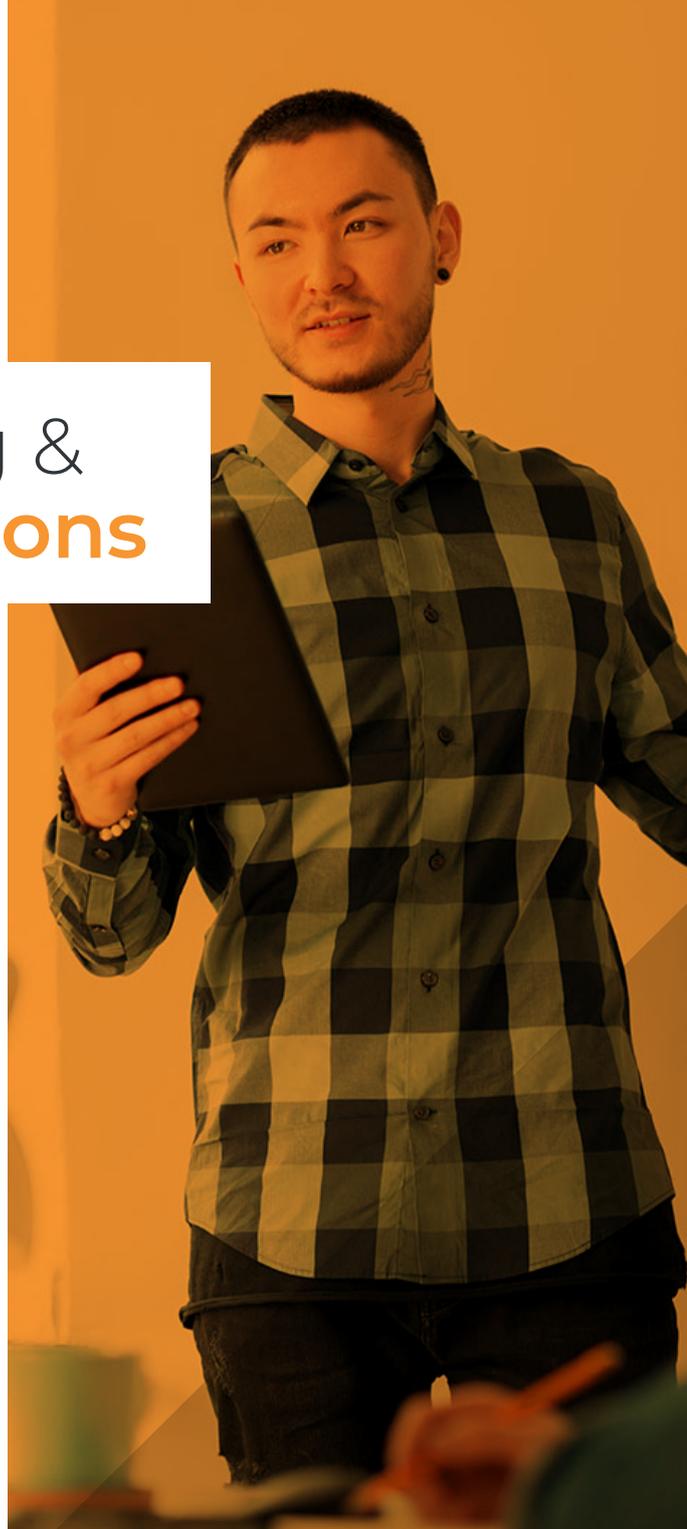
### Programme Benefits and Outcomes

Your Digital Marketer would be able to;

- Develop a range of technical proficiencies, including but not limited to – Understanding of web design, social media and SEO, Email marketing, Information security, Data management and analytics, Content marketing, Digital and social media strategy implementation, Customer relationship management, Market segmentation, Customer lifecycle
- Understand how the skills fit your business and customer needs and implement these effectively
- Provide exceptional project delivery skills

### Nationally and Industry Recognised Qualifications

Alongside the programme, your employees will gain a Professionally recognised qualification to support their development, supporting your organisation in developed a high-skilled workforce.



# Continuation Courses for your Employees

## TEAM LEADING AND MANAGEMENT

Once your employee has developed the skills, knowledge, behaviours and experience needed to thrive in their role, our tailored pathway courses can support your organisation to progress them into supervisory, managerial, and even leadership roles. We do this successfully through tailoring our programmes to the specific needs of your employees leadership development, alongside the detailed requirements of your business.

Our Digital Marketer apprentices have gone on to completing the following continuation courses;

TEAM LEADING LEVEL 3

TEAM LEADING LEVEL 5

OPERATIONS MANAGER LEVEL 5

## Programme Support and Additional Services

Our programmes are developed to support your business needs in developing the talent, skills and knowledge needed to help your business grow and succeed. Our Digital Marketer course also includes the following components;

### 18 month programme duration

supported through industry recognised qualification

### Dedicated Account Manager

monthly meetings to satisfy all your questions, feedback and communication needs

### Personalised coach, tutor and assessor

weekly contact for your employees off the job training (virtual, telephone, face-to-face)

## Training Costs

**Levy businesses can use their contributions to pay for this training. The costs will be £11,000.**

If you are not a levy paying business there may not be a cost for this training. If the employee on this programme is under 19 and your business has less than 50 employees, there will be no cost for the training. If they are over 19 and/or your business has over 50 employees then you will contribute 5% towards the cost of the training which would be £550.



## Contact us



With Academies throughout the UK, get in touch today to find out how your employees can begin their journey, and how we can support your organisation with your workforce education and training