

TCHC GROUP LIMITED

DIGITAL MARKETER

LEVEL 3 STANDARD

ABOUT US

TCHC Group Limited have been a leading provider of skills training and provision for 17 years, delivering our vision of transforming the lives of individuals by being the first-choice provider for exceptional provision of employment, skills, apprenticeships and business support.

To date, we have helped 270+ employers to access our apprenticeship services and 1000+ apprentices to develop their careers.

What is an Apprenticeship?

An apprenticeship is a form of employment while studying for a core set of skills that will upskill an individual and provide them a qualification that can help boost their career goals. As an employee, an apprentice is entitled to the same rights as a contracted employee with full time pay (wage is determined by the employer) with holiday leave and statutory sick pay.

What is a Digital Marketer?

The Digital Marketer Apprenticeship aims to give you the tools needed to be proficient in web and social media. You will gain a valuable insight into data analytics, customer lifecycles, web and app coding foundations, SEO and email marketing.

Typical Job Roles

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

ELIGIBILITY:

- Candidate must have resided in the EU for the last 3 years
- Must be employed working at least 30 hours
- Must not be enrolled in any other type of government funded training
- Must not have attained a qualification that supersedes the desired apprenticeship programme

DELIVERY MODEL

Where does the programme take place:

Currently remote delivery through Microsoft Teams.

When are sessions booked:

1st session booked at induction and then after previous sessions.

Is there a schedule for the entire programme:

No dedicated schedule for the whole programme regarding dates and times as typically we arrange sessions after the previous session. We will have lesson plans scheduled for each session but this is only viewed by the Learning Coach.

Frequency of sessions:

Once a month, typically 3 hours per session.

CONTENT

Knowledge, Skills and Behaviours (KSB's) are the main aspects of assessing an apprentice's competency within their occupation of employment.

Knowledge

- Principles of Coding
- Marketing Principles
- Customer Life Cycle
- Customer Relationships
- Digital Marketing Campaigns
- Digital/Social Media Strategies
- SEO, Email Marketing, Web Analytics, Mobile Apps, PPC
- Customer Needs

Skills

- Logic and Creative Thinking
- Analytics and Problem Solving
- Organisation
- Working with Internal and External People
- Effective Communication
- Written Communication
- Problem Solving
- Using Digital Tools

Behaviours

- Professionalism
- Personal qualities
- Managing performance
- Adaptability
- Responsibility
- Using Initiative

Functional Skills

If you do not have a maths and English GCSE grade C or above they will be required to complete Functional Skills maths and English at level 2 during the Apprenticeship.

Any opportunity to apply to a recognised body within the profession.

The administration role may be a gateway to further career opportunities, such as management or senior support roles.

20% OFF THE JOB

All Apprentices must have a minimum of 20% off-the-job training which needs to be completed within working hours. If training must, by exemption, take place in an evening, or outside of contracted hours, we would expect this to be recognised (for example, through time off in lieu).

Your TCHC Dedicated Account Manager will help you agree the off-the-job training before the start of the apprenticeship.

COURSE OUTLINE

1

Initial Assessments Pre-enrolment

Initial Assessments
English & maths

Digital Marketer Entry Assessment

2

On-programme Learning Month 0-15

Knowledge, Skills and Behaviours

Functional Skills:*
English Level 2
Maths Level 2

3

Gateway Month 15

Attained at least the minimum knowledge, skills and behaviours detailed in the Standard

Successful completion of a work-based assignment covering all three units

Achieved Functional Skills certificates at level 2 for English and maths*

4

End Point Assessment (EPA) Month 16-18

Summative Portfolio
(Online Portfolio)

Interview
(Structured Interview)

Employer Reference
(Written Reference)

Synoptic Project
(Project)

**if you have already achieved GCSE grade C/grade 4 or above in English and maths, you may be exempt from this element.*

END POINT ASSESSMENT (EPA)

The EPA takes place once you have completed your on-programme learning and your readiness to complete the apprenticeship has been determined. The EPA enables you to prove your competence in the role of a digital marketer and will be facilitated by an independent End Point Assessment Organisation (EPAO). Your employer and TCHC Learning Coach will guide you through your EPA and advise you on the best approach to take towards your assessment.

What does the EPA consist of?

For the Digital Marketer Level 3 course, you are required to complete four assessments. The four methods of assessment will build a cumulative picture of how well you have met the requirements of the apprenticeship standard. The overall grade you are awarded is a holistic judgement of all EPA requirements, none of the assessments are graded individually. In order to pass the apprenticeship, you must meet the expected level of quality in each assessment.

What does the EPA consist of?

SUMMARATIVE PORTFOLIO

Assesses:	The application of knowledge, competence and behaviours to real work projects in the work environment
Assessment type:	Online portfolio
Task:	Present evidence from real-work projects, illustrating the application of all the knowledge, skills and behaviours set out in the standard.
Assessment requirements:	<ul style="list-style-type: none"> Evidence should be based on real work projects or outputs Portfolio must be electronic

SYNOPTIC PROJECT

Assesses:	The application of a selection of the knowledge, skills and behaviours defined in the standard through a businessrelated project.
Assessment type:	Project
Task:	Complete a project as per the project brief provided, covering the definition, design, build and implementation of a digital campaign across a variety of on-line and social media platforms
Assessment requirements:	<ul style="list-style-type: none"> Approximately 4 working days to complete Completed outside of usual working responsibilities in a controlled environment

EMPLOYER REFERENCE

Assesses:	The employer's perspective on how the learner has performed in the workplace and the application of their knowledge, competencies and behaviours
Assessment type:	Written reference
Task:	Obtain a written reference from the learner's employer
Assessment requirements:	Include the employer's views about the quality of the learners work

INTERVIEW

Assesses:	What the learner has done in terms of the standard of their work and how they have done it
Assessment type:	Structured interview
Task:	Complete a structured interview covering the summarative portfolio and the synoptic project, with reference to the employer reference as appropriate.
Assessment requirements:	Conducted following the completion and assessment of the project and the portfolio

GRADING

Distinction	All assessments are significantly above the expected level of quality
Merit	Two assessments are significantly above the level of quality expected
Pass	All assessments are of the expected level of quality
Fail	One or more assessments are below the expected level of quality

FAQ's

Do I have to be in full-time employment to enrol onto this course?

In order to enrol onto one of our courses, you must be employed a minimum of 30 hours per week. If you are not already employed in a role that meets our entry requirements, we will work with you to find a suitable role that supports your career aspirations.

If I apply for a job vacancy as part of my course how much will I be paid?

Each vacancy we advertise is different and the salary you receive will be dependent on the employer, role and industry you apply for.

The roles we advertise are apprentice positions, however, we encourage our employers to pay above the NMW for apprentices and many of our positions include performance related incentives.

Further guidance on the NMW for apprentices can be found online at www.gov.uk/nationalminimum-wage-rates.

Will I be entitled to paid annual leave whilst studying?

Throughout your programme you will be entitled to the same statutory leave entitlement and have the same right to Statutory Sick Pay (SSP) as other employees. To calculate your statutory leave entitlement please visit www.gov.uk/holiday-entitlement-rights.

What happens if I fall behind?

Your tutor will be closely monitoring your progress with regular reviews to ensure you are on track. If at any point your development is not where it should be, your tutor and employer will work with you to update your individual learning plan and ensure you get up to speed.

What happens if my employer doesn't allow me time to study?

All employers are legally required by the UK Government to allow you 20% of your contracted working hours to study towards your course. If you are having difficulties with your employer, please speak to your learning coach.

What happens when I finish my course?

At the end of your course, if we have placed you into your role, your employer will decide whether they will continue to employ you as a full-time member of staff and you'll have the opportunity to decide which steps you take next. Your tutor will talk to you about career progression and you may also wish to progress onto a further training course with TCHC Group.

CONTACT US

Phone: 01923 698430

Email: info@tchc.net

Visit: www.tchc.net

2nd Floor,
21 Station Road,
Watford,
Hertfordshire,
WD17 1AP

