



**BLUE LION**  
TRAINING ACADEMY



## LEVEL 3 DIGITAL MARKETER

Using online and social media platforms to design, build and implement campaigns and drive customer sales, this apprenticeship is for new apprentices and/or existing staff in full time employment.

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.

To successfully complete this apprenticeship, learners must review all of the lessons and complete all of the quiz modules based on the Knowledge, Skills & Behaviours (KSBs) ready for gateway and completion of the End Point Assessment checklist before successfully completing the final assessment by the recommended EPA Organisation.

Our online e-portfolio system will guide the apprentices through a simple to follow curriculum aligned to all the required Knowledge, Skills and Behaviours, with a variety of virtual learning environments and insights to the best examples to help excel their learning.

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# COURSE STRUCTURE



Insitute for Apprenticeships  
& Technical Education

Individual lessons also include simulations, toolsets and interactive practice exercises. Each session ends with an interactive quiz to test the apprentice's knowledge, skills and behaviours. Individual employers will set their own entry requirements, but this will typically include English and Maths at GCSE Grade C (4) or above.

The End Point Assessment will include the following after the EPA Checklist has been completed:

- **A portfolio:** Produced towards the end of the apprenticeship, containing evidence from real work projects which have been completed during the apprenticeship, usually towards the end, and which, taken together, cover the totality of the standard, and which is assessed as part of the end point assessment
- **A synoptic project:** Giving the apprentice the opportunity to undertake a business-related project over a one-week period away from the day to day workplace
- **An employer reference**
- **A structured interview with an assessor:** Exploring what has been produced in the portfolio and the project as well as looking at how it has been produced

Apprentices must achieve one internationally recognised vendor or professional qualification which will be part of the training via this apprenticeship. Training and coaching days are bespoke to the employer or cohort and can be for individuals or groups of 10 learners per cohort.

## Digital Marketer Apprenticeship

PROGRAMME  
DURATION



18 MONTHS

TRAINING  
DAYS



BESPOKE

LEVEL OF  
TRAINING



ST0122

COACHING  
DAYS



BESPOKE

ASSESSMENT  
CHECKLIST



2 DAYS

TRAINING  
METHOD



REMOTE



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