



# APPRENTICESHIP SOCIAL MEDIA & DIGITAL MARKETING

Love social media and online marketing? Start your career with our **Social Media & Digital Marketing** apprenticeship.

## HOW APPRENTICESHIPS WORK



## SOCIAL MEDIA & DIGITAL MARKETING APPRENTICESHIP PROGRAMME

Social Media has become a solid platform to gain maximum exposure & can lead to very lucrative business outcomes such as increasing sales or gain new customers / subscribers. You will be able to build digital skills to join this booming industry.

Entry requirements	Levels offered	Qualification gained
<ul style="list-style-type: none"> <li>16 years or over</li> <li>GCSE English, maths &amp; ICT or equivalent or or Level 2 in related field with accompanying Functional Skills at Level 1.</li> <li>Also a keen interest in Social Media &amp; a 'Can do' attitude.</li> </ul>	<p><b>Level 3 - Advanced Apprenticeship</b> (equivalent to two A Level passes).</p> <hr/> <p><b>Duration</b> - 18 - 24 months</p> <hr/> <p><b>Exam Body</b> - City &amp; Guilds</p>	<ul style="list-style-type: none"> <li>A Level 3 Diploma in Digital Marketing</li> <li>Functional Skills (English, maths &amp; ICT)</li> <li>Employer Rights &amp; Responsibilities (ERR)</li> <li>Personal Learning &amp; Thinking Skills (PLTS).</li> </ul>

### VIEW OUR VACANCIES TO APPLY

[uxbridgecollege.ac.uk/apprenticeships](http://uxbridgecollege.ac.uk/apprenticeships)



### ALREADY WORKING?

Turn your job into an apprenticeship. Call us on 01895 853622 / 01895 853786 to get you started.

This factsheet is issued as a general guide and may be altered at any time, August 2016.

 **01895 853622 / 01895 853786**  
 **apprenticeships@uxbridgecollege.ac.uk**  
 **www.uxbridgecollege.ac.uk/apprenticeships**  
 **@UCApprenticeJob**





## SAMPLE UNITS YOU MAY STUDY

### LEVEL 3 DIPLOMA IN DIGITAL MARKETING QUALIFICATION

You will study knowledge based units that combines theory and performance. Sample units include:

- Principles of Social Media within a Business
- Principles of Keywords & Optimisation
- Social Networking Management for a Business
- Using Collaborative Technologies.



## CHOOSE UXBRIDGE COLLEGE



### A TOP COLLEGE

in London for success rates.



### THE LARGEST

college provider of apprenticeships in west London.



### WE WORK

with many companies e.g. Barclays, British Airways, Royal Opera House & Sky.



### 91% OF APPRENTICES

secure employment at the end of their apprenticeship through Uxbridge College.



## FREQUENTLY ASKED QUESTIONS (FAQs)

### What extras will I get?

#### *NUS Apprentice Extra Card -*

To get discounts on shopping, visit [www.apprenticeextra.co.uk](http://www.apprenticeextra.co.uk)

#### *Apprentice Oyster Card -*

To get up to discounts on travel within London Borough, visit <https://tfl.gov.uk/fares-and-payments/adult-discounts-and-concessions/apprentice-oyster-photocard>

### Do I already need to have a job?

You should be working a minimum of 30 hours per week in a job. If you are unemployed, view our vacancies to apply for a job: [www.uxbridgecollege.ac.uk/apprenticeships](http://www.uxbridgecollege.ac.uk/apprenticeships)

### Can I start an apprenticeship after Year 11?

Yes, you can! Young people in England must stay in education or training until they turn 18. If you're looking for a different option after Year 11, an apprenticeship could be the answer for you!

### How long does it take to complete an apprenticeship?

You can complete an apprenticeship within 18 - 24 months, depending on your experience, competence and the company you are working in.

### How am I assessed?

Assessments are carried out in your workplace. Our assessor will come and assess you in your job role.

### How much does it cost?

16 - 23 year olds: there is no cost for you to do an apprenticeship and you will be paid a wage.

### What's next after I complete my apprenticeship?

#### *Further Study -*

Learners can progress onto a variety of Level 4 qualifications from IT and Marketing to Business and Digital Marketing. This can also lead to employment and higher level training.

#### *Career opportunities -*

You may find employment in many different places – Digital Marketing Assistant, Digital Marketing Manager, Online Marketing Manager, Communications Officer, PR, Advertising, Digital Account Manager, Content Manager, Web developer, Web analyst, Social Media Analyst, Enterprise Developer, Social Media Assistant, Social Media Manager, Social Media Consultant, Enterprise Developer etc.