



HIRE A SOCIAL MEDIA & DIGITAL MARKETING APPRENTICE

This apprenticeship is great if you are looking to build in-house support for your online and digital marketing activities to promote your business.



HOW APPRENTICESHIPS WORK

- You offer a young person a role to support your business paying minimum wage of £3.30*
- The role combines of employment and training leading to a nationally recognised qualification
- Their training takes place at your workplace and at the College
- The employee is required to work a minimum of **30 hours** per week including any college attendance.



BENEFITS FOR YOUR BUSINESS

- Recruit new staff or train existing employees in a cost effective way
- Improve your recruitment policy, resulting in higher staff retention and loyalty
- Build a qualified workforce with specialist skills to suit your present and future business needs.
- Work with the largest College provider of apprenticeships in west London with over 50 years of experience.



APPRENTICESHIP LEVY

With the introduction of the government's Apprenticeship Levy, talk to us about how we can help you plan your recruitment. To find out more, call **01895 853780** or visit our website at www.uxbridgecollege.ac.uk/employers.



APPRENTICESHIP PROGRAMME

Levels of Apprenticeships	Pathway	Qualifications gained
Level 3 - Advanced Apprenticeship (equivalent to two A Level passes)	■ Digital Marketing	<ul style="list-style-type: none"> ■ A Level 3 Diploma in Digital Marketing ■ Functional Skills (English, maths & ICT) ■ Employer Rights & Responsibilities (ERR) ■ Personal Learning & Thinking Skills (PLTS).

*All pricing information correct at time of publication, July 2016.

CAN YOU OFFER A ROLE? FIND OUT MORE:

- 01895 853780
- employerservices@uxbridgecollege.ac.uk
- www.uxbridgecollege.ac.uk/employers
- UC_Employers





ADVANCED APPRENTICESHIP

Mandatory unit

To achieve the Level 3 Diploma in Digital Marketing, candidates must achieve 74 credits overall.

Candidates must achieve: 27 credits from the mandatory units, a minimum of 14 credits from Optional Group A, the remaining 33 credits must come from units in Optional Group A and/or Optional Group B.

- Understanding the business environment
- Understand legal, regulatory and ethical requirements in sales and marketing
- Principles of marketing and evaluation
- Using collaborative technologies
- Develop own professionalism
- Digital marketing metrics and analytics.

Optional unit

Group A

- Principles of social media advertising and promotion
- Search engine marketing
- Content marketing
- Marketing on mobile devices
- Online display advertising
- Email marketing.

Group B

- Imaging software & video software
- Spread sheet software
- Principles of social media within a business
- Principals of keywords & optimisation
- Content management system website creation
- Website software & Video software
- Principles of marketing stakeholder relationships
- Brand development & Project management
- Analyse and report data
- Produce copy for digital media communication
- Delivering e-commerce solutions.

COMMON MODULES FOR THE APPRENTICESHIP

Employment Rights and Responsibilities / Personal Learning & Thinking Skills (PLTS)

- Understand employment responsibilities and rights
- Preparing for a Level 3 Apprenticeship
- Using research skills to solve problems
- Manage own learning
- Participating through team leading.

Functional Skills

- Application of Number – Level 2
- Communication – Level 2
- Information Communication Technology – Level 2.

Personal Learning & Thinking Skills

The six personal learning and thinking skills are:

- Independent Enquiry
- Creative Thinking
- Reflective Learning
- Teamwork
- Effective Participation
- Self-Management.