

### Overview of our Digital Marketing Apprenticeship

The University of Exeter Digital Marketing Apprenticeship Scheme will elevate your career within the marketing environment. Upon completion of the apprenticeship you will have gained qualifications in digital marketing and a diverse range of work experience within a Russell Group, UK top 10, University.

This is a perfect opportunity for you to learn about our organisation and to develop digital marketing, business and transferable skills.

You could be working in one of our six colleges or professional services teams supporting marketing, or design. You will receive an excellent educational experience from our training providers, and will be immersed in real time on the job training at the University of Exeter whilst in your day to day role.

Digital Marketing apprentices have a highly transferable set of knowledge, skills and behaviours that can be applied in all sectors. Your role will involve working independently and as part of a team and will involve developing, implementing, maintaining and improving administrative services.

You will develop key skills and behaviours to support your career progression towards management responsibilities.

Responsibilities of the role include supporting and engaging with different parts of the University and interacting with internal and external customers (academic and professional services staff, students, visitors etc).

With a focus on adding value, your role contributes to the efficiency of the University, through support of functional areas, working across teams and resolving issues as requested. Flexibility and responsiveness is required to enable you to develop a wide range of skills.

Your primary role will be 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. You will be working as part of a team, having responsibility for some of the straightforward elements of the overall marketing plan or campaign. You will work to marketing briefs and instructions and will report to a digital marketing manager.

### What are the entry requirements?

Applicants will need at least 5 GCSEs at grade C/4 or above including English and Maths (desirable ICT). You should have a proven passion for digital and social media.

### What is the duration of my apprenticeship?

Dependent on the role you apply for at the University, your Digital Marketing Apprenticeship will last between 12 to 36 months.

### What topics could I study?

The Digital Marketing courses consists of a number of mandatory units and a range of optional units to suit your job role. Course delivery will consist of a number of class-based and work based learning units including:

- Understanding the business/digital marketing environment
- Understanding legal, regulatory and ethical requirements in sales and marketing
- Using collaborative technology
- Principles of marketing and evaluation
- Developing own professionalism
- Digital marketing metrics and analytics

Optional units dependent on your role:

- Principles of social media advertising and promotion
- Search engine marketing
- Content marketing
- Marketing on mobile devices
- Online display advertising
- Email marketing
- Principles of marketing stakeholder relationships
- Brand development
- Project management
- Producing copy for digital media communication
- Delivering e-commerce solutions
- Imaging software
- Video software
- Website software
- Spreadsheet software
- Principles of social media within a business
- Principles of keywords and optimisation
- Content management system website creation
- Analysing and reporting data

When on your college day-release, you will be supported by your Skills Trainer/Tutors. You will spend the remainder of the week in the workplace. Whilst at work, your Skills Officer will visit you and carry out assessments.

#### What is it like to study and how will I be assessed?

The Advanced Apprenticeship in Digital Marketing is aimed at learners who are interested in developing a new set of skills needed by creative industries employers - a fusion of creativity, technology and business. Ranging from content management to website creation, the apprenticeship delivers the skills required by employers to compete and progress in a digital world.

If you are training as an apprentice you will have a full time job with the University of Exeter and will study with one of our training providers (Exeter College/Cornwall College Group) on either a day release basis or block release.

During your time studying with our training provider you will be taught by your tutor or skills officer and you will spend the remainder of the week working at the University of Exeter where you will put your new skills into practice. Whilst at work, your skills officer will visit you and carry out assessment in a variety of styles: observing you, completing knowledge questions and setting practical tasks.

#### What can my apprenticeship lead on to?

Your Digital Marketing apprenticeship at the University of Exeter will help you progress in your career directly into working in the creative and digital industry and provides an excellent way to build your career and progress to further training and education.

On successful completion of your apprenticeship there may be opportunities to take up a permanent role at the University.

As your career develops, you may wish to continue your studies and enrol in a digital marketing apprenticeship at a higher level.

This apprenticeship is recognised for entry on to the Register of IT Technicians and those completing their apprenticeships are eligible to apply for registration. Completion of the apprenticeship could also allow access to join as an affiliate (professional) member of the CIM (Chartered Institute of Marketing) and/or associate membership of BCS.

Typical job roles in Digital Marketing include: Digital Marketing Assistant, Digital Marketing Executive, Digital Marketing Co-ordinator, Campaign Executive, Social Media Executive, Content Co-ordinator, Email Marketing Assistant, SEO Executive, Analytics Executive, Digital Marketing Technologist.