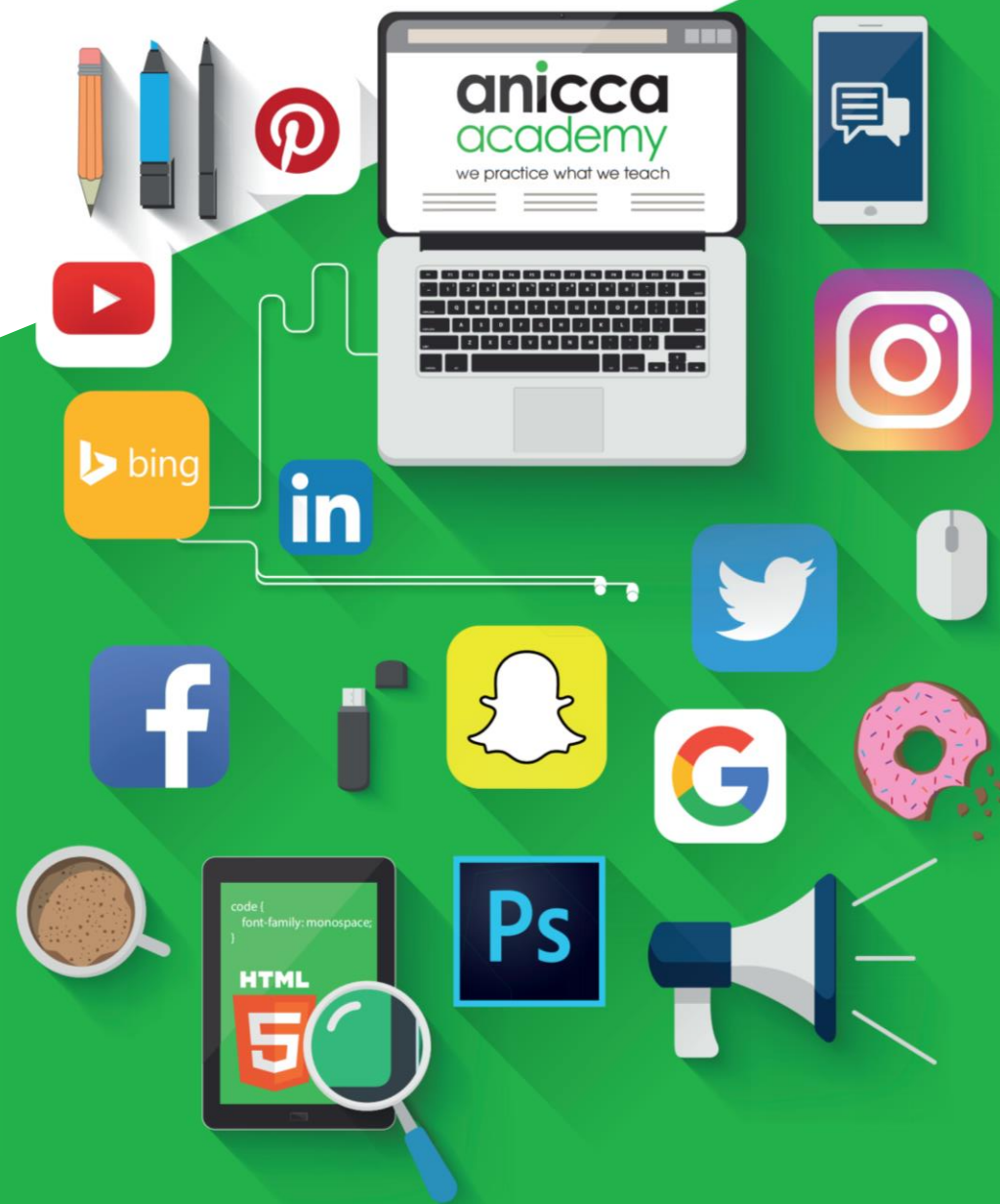




Digital Marketer Apprenticeship Programme



What are the new apprenticeship standards and the Apprenticeship Levy?

New apprenticeships

- On the job training
- Minimum of 12-month supported programme to level 3 or above
- At least 30 hours per week with minimum wage levels
- For existing and new staff
- Can be any age
- Classroom / Workplace / Block release training
- Regulated by government
- Training only available from RoATP accredited training centres



Understanding the Apprenticeship levy and funding

Levy paying businesses

- Larger employers with a salary bill of >£3m per year, have to pay the apprentice levy from April 2017
- Levy funding can be used for funding apprenticeship training for new or existing employees
- Levy-payers can select RoATP training centres to provide chosen training (if they are not providers in their own right)
- “Use it or Loose it!” – employers have to use funding within 2 years

Non-levy paying businesses

- Up to 90% funding for apprenticeship training for smaller businesses e.g. digital marketing apprenticeship would only cost £1,200 instead of £12,000
- Currently you have to apply for funding via a training provider with a pool of support for non-levy apprenticeship e.g. Leicester College

What has changed?

- Apprenticeships now consist of a mixture of on-the-job or knowledge based training and an internationally recognised qualification
- There are over 150 approved apprenticeship standards that can receive funding
- The standards are less rigid and structured, but focus more on the practical outcome and “end-point assessment”
- Apprenticeships are no longer restricted to under 24, however there are financial incentives for the employer for taking on younger apprentices
- Existing employees and over 24's (higher apprenticeships) can also undertake the apprenticeship programme
- Levy-paying employers can select their preferred RoATP accredited training provider
- Non-levy payers need to find a RoATP training provider with access to funds

Why you need to choose Anicca Academy?

The Problem – 3 Blind Mice



Learner



Employer



**Training
Provider**

The Solution – Anicca Academy



Learner



Employer



**Training
Provider**

**How will the Anicca Academy
deliver your digital marketing
apprenticeship?**

The Anicca Academy Level 3 Digital marketing apprenticeship

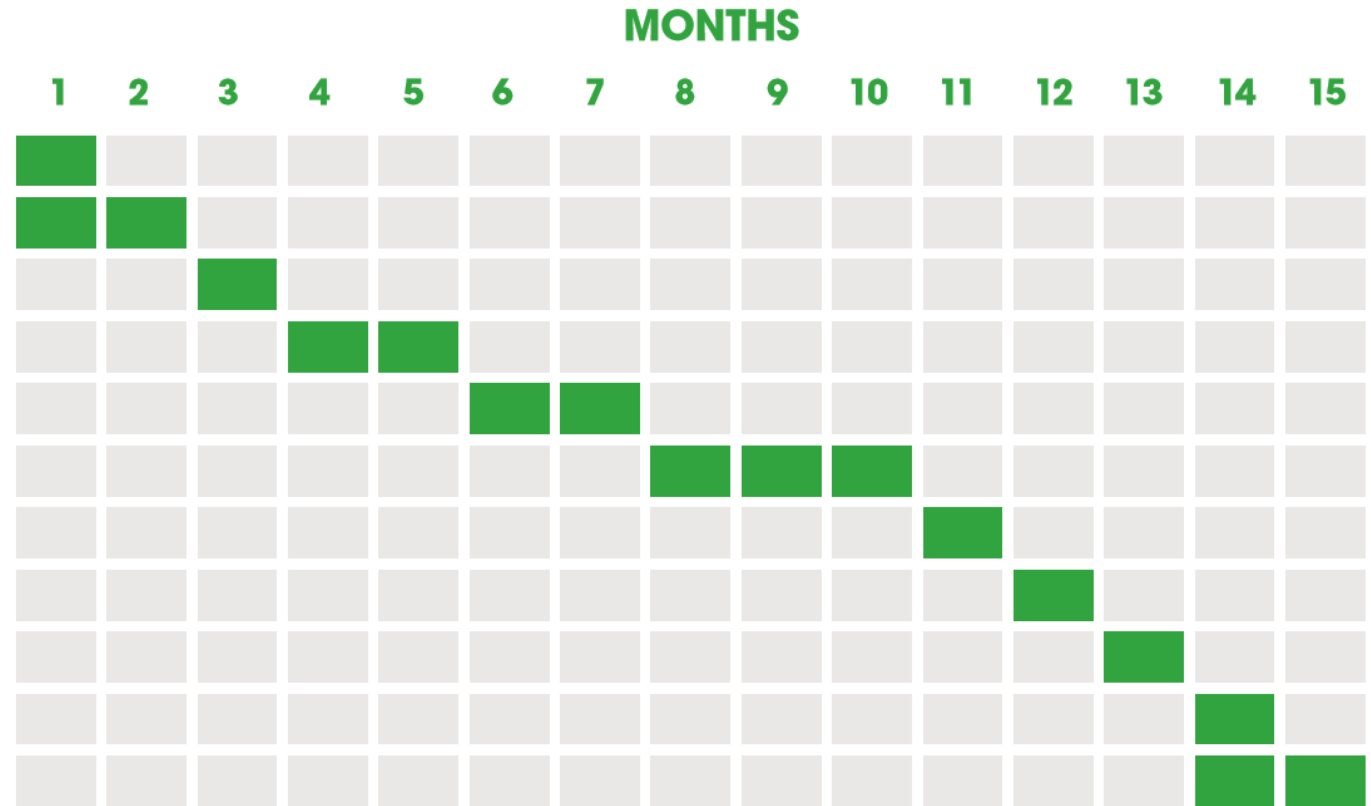
- 15-month course with 14 weeks of block release at our Leicester based training centre (1 week per month)
- Hands-on interactive workshops, videos, practical sessions and real life case studies, taught by our digital agency professionals
- Maximum class size of 15 (as compared to 30 in other programmes)
- E-learning platform for instant access to course materials, resources, tests and practical exercises
- Produces a digital marketing plan that can be implemented by the organisation – so ideal for businesses with no in-house expertise



Training modules (1-week per month block release)

MODULES

- Induction
- Introduction to marketing
- CRM & introduction to comms strategies & channels
- Content marketing and SEO
- Introduction to social media marketing
- Paid media
- Measuring marketing - analytics and conversions
- Marketing organisation - teams & compliance
- Introduction to coding
- Practical use of coding
- Exam revision



Examples of Topics – Coding

Understanding Coding Language, Search Engines, Platforms

- The logic of coding
- Common coding language
- Compatibility issues
- Hardware and software



Examples of Topics – Marketing

Principles of Online and Offline Marketing

- The principles of marketing
- The structure of teams and roles
- The various channels to engage different customers
- The legal, regulatory and ethical requirements



Example of Topics – Digital

Digital marketing business principles

- **P** – Paid media – paid search, display, social, e-commerce, shopping
- **O** – Owned media - SEO, content, social media, email, CRM
- **E** – Earned media - online PR, influencers, community management
- **T** – Technical support - Tag manager, Analytics, testing, CRO



Internationally recognised qualifications



Summary of the “Level 3 Digital Marketer” apprenticeship

Knowledge Modules	Apprenticeship standard (from the C&G)	Vendor or Professional Qualifications
Knowledge Module 1: Principles of Coding (for level 3 Digital Marketer Apprenticeship)	Level 3 Award in the Principles of Coding (9628-11)	MTA HTML 5 CIW – Site Development Associate
Knowledge Module 2: Marketing Principles (for Level 3 Digital Marketer)	Level 3 Certificate in the Principles of Online and Offline Marketing (9628-12)	Google Squared CIM (CIM level 4 award in Digital Marketing) Dot Native CIW – Internet Business Associate
Knowledge Module 3: Digital Marketing Business Principle (for level 3 Digital Marketer Apprenticeship)	Level 3 Certificate in Digital Marketing Business Principles (9628-13)	Google Squared or Google Analytics IQ CIM (CIM level 4 award in Digital Marketing) CIW – Data Analytics or CIW – Social Media Dot Native

- 12-month programme before taking the end point assessment with BCS or C&G
- Training of technical and practical knowledge (up to 20% off-site learning)
- Vendor or professional qualification e.g. CIM or Google
- One of these qualifications can be used to exempt the apprentice from the knowledge part
- However, the practical knowledge modules are required to equip the apprentice with enough practical skills to pass the assessments or carryout their job role within the workplace

Key questions and next steps

- Do you want to train an existing member of staff and have someone in mind?
- Would you prefer to recruit a new apprentice and like to know about the financial incentives of employing an apprentice aged 16-24?
- Do you need help recruiting an apprentice?
- Are you a non-levy paying business and want to source 90% government funding or are you a levy paying business and want to use your levy for this course?
- Are you prepared to release the apprentice/trainee for 1 week per month for block release at our training centre in Leicester?
- Will the trainee/apprentice be able to work on your digital marketing plan and campaigns whilst they are based in your office?
- Will your employee/apprentice be able to start with our first cohort of up to 15 trainees in Q1 of 2108?
- **Would you like a training needs analysis and/or a digital marketing audit to benchmark your current situation and determine whether our premium programme is for you?**



THANK YOU FOR LISTENING

Any Questions?

angie@anicca.co.uk