VIRTUAL COLLEGE

Create your own in-house Digital Marketing Strategists with Virtual College Apprenticeships

Let Virtual College Apprenticeships help you to embrace and enhance your digital transformation.



Given all of our years of experience in the digital sector via our e-learning business, we have decided to enhance our apprenticeships delivery provision by embracing the apprenticeship reforms and the new apprenticeship standards, and now specialise in the delivery of Digital Marketer Apprenticeship Standard at Level 3.

Imagine having you own in-house digital marketer, how great would that be?

2018 will be the year that all businesses have to up their game on the digital marketing front in order to stay ahead of the game. With guidance from our experienced trainers, our apprentices will develop skills in current digital marketing trends that will allow them to manage your online platforms including Instagram, Twitter, Snapchat, Facebook, and Linkedin.

What will the apprentice learn?

- Search Engine Optimisation
- The logic of coding
- Digital Marketing strategies
- Social Media Advertising
- How to utilise blogs and micro-blogs
- How to deliver successful marketing campaigns
- How to manage social media platforms
- How to operate securely to protect data across digital and social media platforms
- How to engage with customers online
- How to understand and interpret data from Google Analytics
- How to analyse conversion rates
- How to analyse and report on the success of marketing campaigns

What Qualifications will the apprentice gain?

- **Level 3 Award**
  The Principles of Coding
- **Level 3 Certificate**
  Digital Marketing Business Principles
- **Level 3 Certificate**
  The Principles of Online and Offline Marketing
- **CIW**
  Social Media Strategist (CIW)

If required, the apprentice will also receive Level 2 Functional Skill Certificates in Maths and English.

How do we create your digital marketing strategist?

Step 1: Weeks 1 to 4

The apprentice will receive a full detailed induction on to the Digital Marketer Apprenticeship programme. They will carry out initial assessments and diagnostics for Maths and English and will complete a number of induction tasks, including workbooks on Prevent, Safeguarding, Equality and Diversity, Health and Safety & British Values. They will spend time getting to know the businesses digital activity and will carry out some remote independent learning via our bespoke LMS System, Enable2.

Step 2: Weeks 5 to 8

After spending time completing all activities in Step 1, the apprentice will under take their first 5 day online live classroom week. They will still be within the workplace but will be away from their day to day activities to focus on their training sessions. The sessions involve tuition from our experienced Digital Marketing Tutor, individual and group work, assignment writing and lab activities. Once the 5 day session is completed they return to the job role and begin to apply the knowledge they have learnt.

Step 3: Weeks 9 to 52

The apprentice will undertake a further 4, 5 day online live classroom weeks for each module spread equally throughout the remaining weeks. They will also receive a face to face workshop session every 8 weeks with our Digital Marketing Tutor undertaking learning towards the work place competencies elements of the standard. The face to face learning will be supported by our bespoke LMS System, Enable2. They will undertake an exam at the end of each module. You as the employer will also spend time mentoring the apprentice and providing opportunities for product knowledge sessions, work shadowing and self study opportunities.

At the end of the 12 month programme of study, our trainer will be on hand to support the apprentice through the end point assessment phase in month 13.

Are existing employees eligible for an apprenticeship?

Absolutely! Apprenticeships are a perfect way to train existing staff. If you have a member of staff that perhaps looks after your social media, but has not had any formal training or you have identified a member of staff with the potential to take on digital marketing responsibilities, our trainers will help them to gain the skills to succeed and benefit your business.



For 22 years, Virtual College have been developing and supplying collaborative, customer-focused e-learning technology for organisations world-wide.

We're proud to have won **'Learning Technologies Supplier of the Year 2016-17' and 'E-learning Development Company of the Year 2015-16'.**

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