

Futures

FOR BUSINESS

My Career in Digital and Creative Marketing

“ The knowledge I gained throughout my Digital Marketing training has helped me in my current role, executing marketing campaigns on a grand scale. The digital field moves at a fast pace and is constantly evolving. It is vital to stay ahead and keep learning ”

Careers in digital marketing are ever changing and your marketing success will rely on your willingness to learn and adapt. A great digital marketer will possess excellent communication skills as you must be able to engage an online audience as well as communicate effectively with your team and other stakeholders.

Digital Marketer Level 3

The primary role of a digital marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to support customer engagement and retention. This programme includes a vendor qualification, i.e CIM L4 in Digital Marketing. Your learning will include:

- Research/analysis of digital platforms
- Problem solving across a variety of digital platforms
- How to respond to enquiries using online and social media methods
- Data reviews, monitor and provide recommendations
- Understand the key principles of search engines, mobile apps and marketing and how these link together
- Support and lead on digital marketing campaigns and projects

Creative Content Assistant/Junior Content Producer Level 3

A Junior Content Producer (also referred to as a Creative Content Assistant) is responsible for developing and creating content that can be used across a variety of media including digital, social media, broadcast or in print. Your learning will include:

- How to work with customer briefs to maximise audience engagement
- Understand the objectives of the brand and needs of the customer they are representing
- Collaborate with designers and developers
- Be able to identify and recommend the appropriate methods to use for different media campaigns

What are the entry requirements?

There are no formal requirements to apply to do this training, however an enthusiasm for technology and creating great online experiences is a must aligned with excellent communication skills. We will meet with you to understand your existing knowledge, skills and behaviours and make sure the training meets your individual needs.

How am I trained?

You will have a dedicated skills coach to support you throughout your training and work with you develop your customer service knowledge, skills and behaviours. They will also deliver your Functional skills, support you to complete at least 20% of professional development (off the job training) and prepare you for your end point assessment. The end point assessment is an independent review of your learning journey and could include a project, professional discussion, observation or presentation.

The training all takes place in your workplace and on average the training lasts up to 18 months.

Get in touch

To find out more about apprenticeships with Futures for Business email hello@futuresforbusiness.com



Unlimited Possibilities