



Futures

FOR BUSINESS

Digital and Creative Apprenticeships

Our apprenticeships provide all the skills a new member of staff will need to start their career, or offer an experienced team member an opportunity to expand their knowledge, test new ideas, improve their confidence or mentor those new to your business giving renewed enthusiasm and impact in their existing roles.

The Training - Designed by Us and Tailored for You

Level 3 Advanced Apprenticeship Standard	Level 3 Advanced Apprenticeship Standard
Digital Marketer (Apprenticeship Standard)	Creative Content Assistant/Junior Content Producer
Example job roles: Digital Marketer, Marketing Co-ordinator, Business Administrator, Social media Co-ordinator, Web or Data Analyst, Marketing Analyst	Example job roles: Marketing Co-ordinator, Copywriter, Media Co-ordinator, Marketing Manager
15-18 month duration	15-18 month duration
Knowledge, Skills and Behaviours <ul style="list-style-type: none"> ■ Applies good levels of written communication for a range of audiences and digital platforms ■ Builds and implements digital campaigns across a variety of digital media platforms ■ Review, monitor and analyse online activity and provides recommendations and insights to others ■ Applies structured techniques to problem solving ■ Understands and creates analytical dashboards using appropriate digital tools ■ Interprets and follows latest developments in digital media technologies and trends ■ Understands the principles of coding, marketing and digital and social media strategies <p>Vendor Qualification i.e. CIM Level 4 in Digital Marketing</p>	Knowledge, Skills and Behaviours <p><u>Content Planning and Development</u></p> <ul style="list-style-type: none"> ■ Interpret the objectives of a client's brief ■ Understand the importance of brand/brand awareness ■ Identify and recommend appropriate platforms for a media campaign ■ Ensure content is accessible for the intended audience ■ Understand the use experience to ensure content is focussed on maximising engagement <p><u>Content Creation and Evaluation</u></p> <ul style="list-style-type: none"> ■ Write and edit copy for use in print and online that persuades a person or group/raises brand awareness ■ Optimise web page content to ensure high rankings in SEO results ■ How the editing approach affects content ■ How to segment and understand audiences <p><u>Industry Awareness</u></p> <ul style="list-style-type: none"> ■ Development, maintain and use professional networks ■ Commercial pressures, project deadlines and organisation working practises ■ The culture of creative media organisations
End Point Assessment <ul style="list-style-type: none"> ■ Summative portfolio ■ Synoptic project ■ Employer reference ■ Interview 	End Point Assessment <ul style="list-style-type: none"> ■ Workplace observation ■ Set brief test ■ Professional Discussion
Functional Skills – English, maths and ICT	



Get in touch

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

Unlimited Possibilities