



# Level 4 Social Media & Digital Marketing

**Pathway 1:**  
Digital Marketing Higher Apprenticeship

## APPRENTICESHIP

Our apprentices are our future workforce, Managers, Directors, apprentices are key to our economy and prosperous future.

Apprentices gain valuable skills and knowledge to support businesses across Wales. Their training is tailored to the employer business needs therefore, making a direct positive impact for the business.

As Managing Director of ITeC Digital Training, I speak to employers and apprentices daily and I am always amazed with the positive impact apprentices provide for businesses. Having worked within the Work Based Learning Sector for over 36 years, it is great to obtain feedback from previous apprentices and to find out how their careers have progressed, especially within the IT sector. Some become Managers or business owners and recruit their very own apprentices!

Helen Necrews  
Managing Director, ITeC Digital Training



## WHY CHOOSE US

“We at ITeC Digital Training are here to provide a unique environment to foster lifelong learning, innovation and inspire the next generation of IT/ Digital workforce.

To support businesses and their employees with the necessary skills and knowledge to work within our digital world we all now live in”.

- We are a well-established training company with over 36 years experience.
- With our personal touch, we will guide you through the step-by-step process of recruiting an apprentices.
- We only specialise in IT apprenticeship programmes, so have the necessary skills and knowledge to support your business needs.
- We have a passion for all things Digital





## WHO IS IT FOR

Digital Marketing and the use of Social and Digital Media is a key part of Business Marketing strategies and practice today.

This framework is created to equip learners with the ability to understand, utilise and develop the skills needed whilst working in Social Media and Digital Marketing for Business purposes.

Tasks may include creating and optimising content for the web, using Digital and Social Media for Marketing Campaigns. Keyword Optimisation, Content Management and Website Creation.

## RELEVANT ROLES

- Digital Marketing Analyst
- E - Commerce Marketing Manager
- Marketing Director
- Web Designer
- Web Analyst

## SKILLS REQUIRED

- Keen interest in Social Media and Digital Marketing
- Ability to demonstrate a “can do” attitude
- Highly organised with strong attention to detail
- Strong communication skills

## QUALIFICATION GAINED

- City and Guilds Level 4 Digital Marketing
- Essential Skills Qualifications (Application of Number, Communication and Digital Literacy)

## DURATION OF FRAMEWORK

- 24 Months



## TYPICAL UNITS

- Marketing Planning
- Ethics and Legalities of Digital Marketing
- Business Concepts
- Project Management
- Digital Marketing Metrics and Analytics
- Personal and Professional Development
- Content Marketing
- Search Engine Marketing
- Design and Effective Web based User Experience
- Principles of Social Media Within a Business
- Principles of Social Media Advertising and Promotion
- Website Software
- Spreadsheet Software
- Imaging Software
- Relationship Management for Account Managers

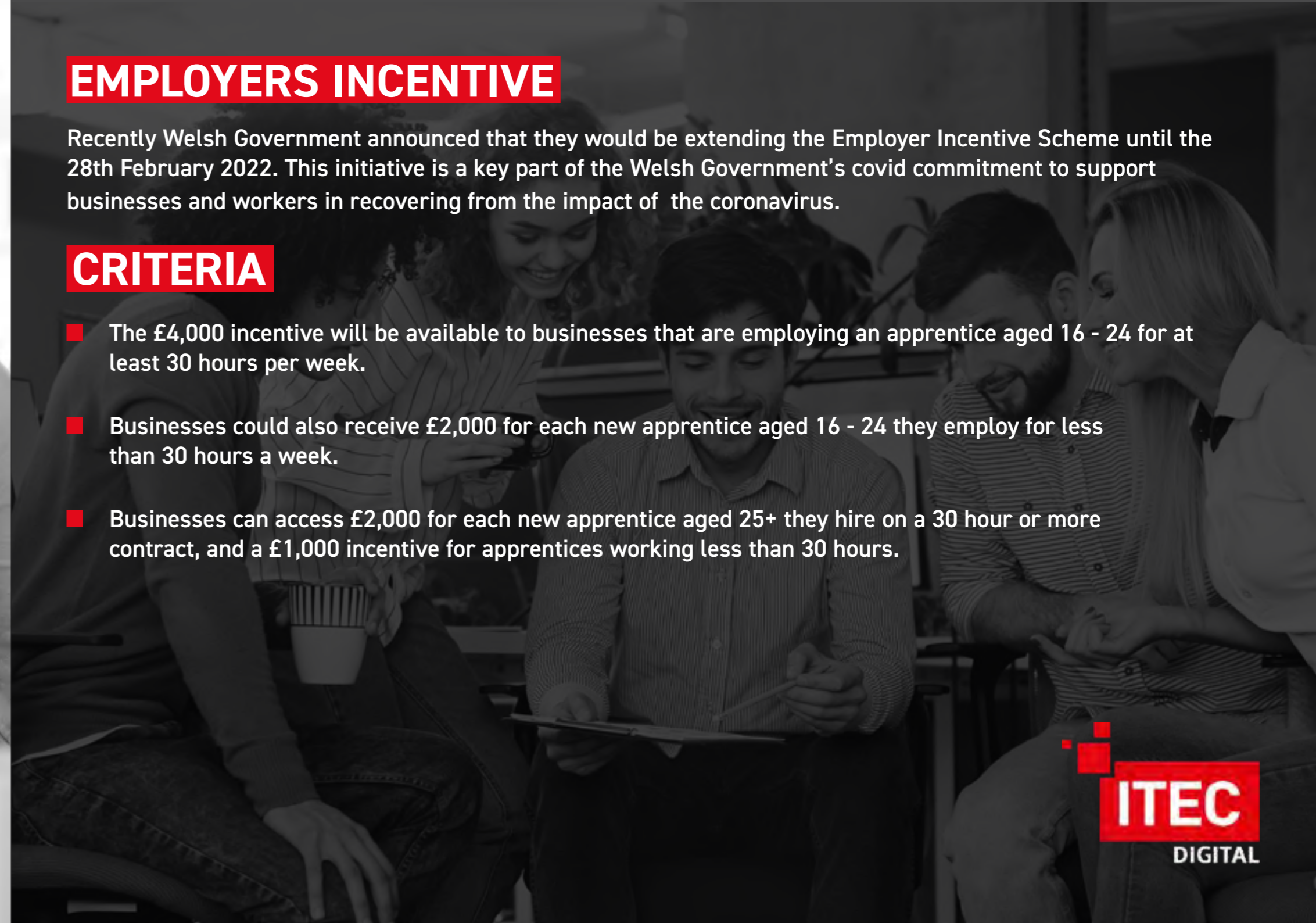


## EMPLOYERS INCENTIVE

Recently Welsh Government announced that they would be extending the Employer Incentive Scheme until the 28th February 2022. This initiative is a key part of the Welsh Government's covid commitment to support businesses and workers in recovering from the impact of the coronavirus.

## CRITERIA

- The £4,000 incentive will be available to businesses that are employing an apprentice aged 16 - 24 for at least 30 hours per week.
- Businesses could also receive £2,000 for each new apprentice aged 16 - 24 they employ for less than 30 hours a week.
- Businesses can access £2,000 for each new apprentice aged 25+ they hire on a 30 hour or more contract, and a £1,000 incentive for apprentices working less than 30 hours.



# CONTACT US



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