



**velocity
academy**®

APPRENTICESHIP LEARNING PLAN

DIGITAL MARKETER LEVEL 3

INTRODUCTION

This learning plan highlights the subjects and content covered within the apprenticeship. Within this learning plan you will find:

- How Velocity will support you
- Development and study time required
- Programme overview
- EPA assessment process
- Commitments for the apprenticeship
- Safeguarding & prevent
- Personal development & Functional skills
- Career progression pathways

How do we support you?

Your Coach

You will have access to a dedicated and supportive Coach who is on hand to guide you through each stage of your learning journey, providing you with clear aims and objectives and support as you grow your knowledge, skills and behaviours. You will have regular meetings and conference calls to ensure you are making the progress you expect, and support you if you need more help with completing tasks and meeting deadlines. Your Skills Development Coach will also stay in touch with your Line Manager, providing you both the opportunity to discuss any issues or concerns you have.

Our Experts

You will have a main point of contact for technical programme content; this may be a Tutor, Lecturer or Module Leader. Someone who will have relevant practical experience in their field of expertise, they will support you in covering the technical knowledge you need to progress in your qualification and ensure you are prepared for any assessments. All our subject experts undertake continuous professional development and training ensuring that they stay current and at the top of their game, so the knowledge they impart is up- to-the-moment and related to real life examples. They are passionate about their subject, and want to share that passion to help you succeed.

Your Line Manager

Your Line Manager is expected to support you throughout this programme, firstly by ensuring you are able to balance your day job with your 20% training commitment, and then throughout the programme by ensuring you have everything you need to achieve success. Your Line Manager and Coach will meet every 9 weeks to ensure your continued progress

Development and Study Time

All apprentices are entitled to a minimum of 6 hours per week of their working time to be dedicated to their studies. By hiring an apprentice, the employer has agreed to give this time and has entered into an agreement with the Education and Skills Funding Agency (ESFA – the government organisation responsible for apprenticeships) and Velocity Academy that they will give you the time outlined in your Learning Plan. The training time may be spent on a wide variety of activities, including:

- Face-to-face or online sessions with Velocity Academy
- Coaching sessions
- Velocity Academy-directed study (e.g. directed reading from a book or self-study online activities)
- Revision for examinations
- Writing assessment tasks (e.g. for skills and behaviours)

We understand that students learn at different speeds and some students may undertake the activities more quickly than others. Where you have unused hours you can undertake self-directed study, in negotiation with your employer and Velocity Academy.

Self-directed study gives you and your employer an opportunity to tailor your studies and to allow you to further develop in areas that are critical to your development and the business needs. Self-directed study may include:

- Attending conferences
- Shadowing colleagues
- Undertaking additional reading on topics relevant to the apprenticeship

The 20% training time does not have to be taken as one day per week, although some organisations may choose to do it in this way. It can be taken as blocks or in any other way that supports you and your employer to enable you to achieve your learning goals and meet business needs. If you are struggling, you should refer to the section on managing peaks and troughs. If you are concerned that you are not being given the time to undertake your studies, please contact your Coach for support.

PROGRAMME OVERVIEW

Velocity Academy has worked with businesses to ensure that your programme not only meets industry standards but develops knowledge, Skills and Behaviours to enable you to stand out from your peers.

You will learn through a blend of online learning resources, webinars and 1-2-1 coaching, which we believe will give you the best possible chance of success. Your programme is split into four stages;

STAGE 1 - INDUCTION

Designed to set you up for success. You will meet your coach during your induction and the programme outline will be completed along with a skillscan to measure your skills against the standard.

STAGE 2 - ON PROGRAMME

Focus on studying the knowledge modules within your programme. You will apply this knowledge in the workplace and showcase this within your portfolio of learning. Your coach will be keeping you on track with clear milestones.

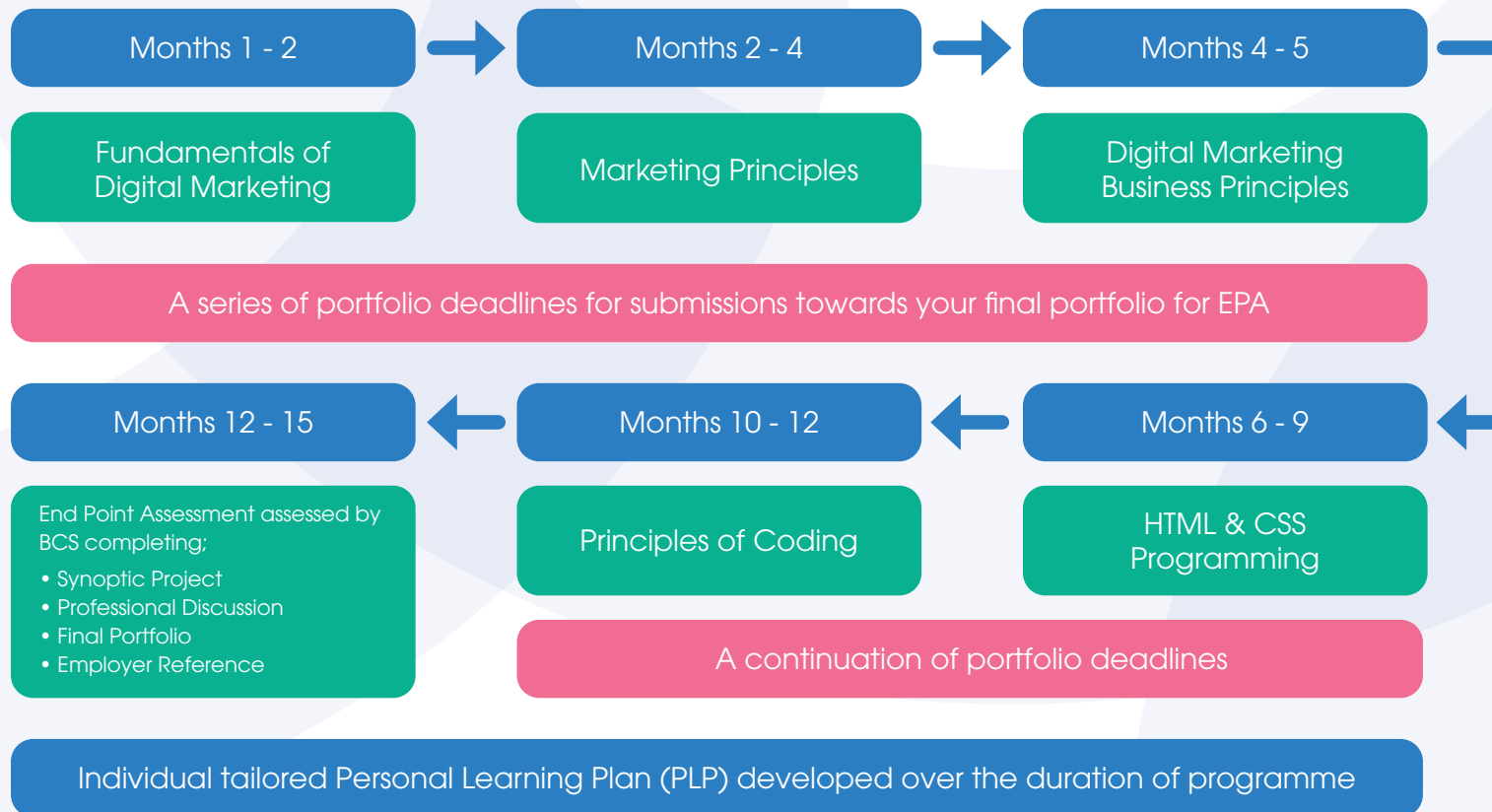
STAGE 3 - GATEWAY

The point where your coach and line manager will review if you are ready to take the End Point Assessment (EPA).

STAGE 4 - EPA

Conducted by an external assessment organisation and will be graded as either pass, fail or distinction. More detail on the assessment specific to your programme can be found later in this document.

LEVEL 3 - DIGITAL MARKETER OVERVIEW



Additional Benefits

- ✓ Access to the Velocity Virtual Campus
- ✓ 1-1 Coaching clinics hosted every 3 weeks
- ✓ Teaching mapped to industry recognised vendor certifications
- ✓ Licenses to LinkedIn Learning and BKSB platform
- ✓ Access to our guest speaker webinars and podcasts
- ✓ Personal Development, safeguarding, prevent and British values training delivered along with core knowledge.

APPRENTICESHIP PORTFOLIO

An apprenticeship portfolio is a piece of work that you will produce in the workplace to provide evidence of competency around selected learning outcomes. This will be then submitted as part of your End Point Assessment. The work will be based around demonstrating that you have the Technical Competencies, Attitudes and Behaviours necessary to meet the outlined specifications in the Occupational Brief

The submission will normally include reflective statements and other supporting evidence, in which it will be necessary to:

- Outline what activities you have undertaken
- Address how and why you have done it
- With whom you've worked with
- Include a personal appraisal and evaluation of the work and how if given the opportunity to repeat it you might make changes to affect an improved outcome through what you have learned whilst conducting the assignment

Include supporting evidence, which may take the following forms:

- Photographic or video evidence of an activity
- Witness statement
- Written feedback on email
- Observation reports
- Annotated screenshots
- Data records
- Peer reviews
- Notes from meetings or interviews

When completing the submission, you will be able to rely on support and guidance from your Coach and the during your 1-1 Coaching Clinics..



MODULE 1 - FUNDAMENTALS OF MARKETING



SUMMARY

A great foundation to any digital marketing tuition during this module you'll build your skills across the digital marketing mix and digital channels in order to design, execute, and optimise a digital marketing campaign.

MAIN AREAS COVERED

- Building a web presence
- Understanding search
- Building an online strategy
- Getting noticed locally online
- Search Ads
- Display Ads
- Email Marketing
- Google Analytics Fundamentals

STRUCTURE & COMMITMENT



1-1 coaching calls with your tech coach every 3 weeks to develop, assess and nurture these digital behaviours



Completed during Month 1 and reflected on during the duration of the programme



Online lectures and online resources on the Velocity Virtual Campus aid delivery of this course



Assessment via portfolio submission and also Employer references throughout the duration of the programme

MODULE 2 - MARKETING PRINCIPLES



SUMMARY

This is an examined module where the apprentice will learn the basic marketing principles, customer lifecycles, relationship marketing and also online strategies in more detail. At the end of this module the apprentices will sit an online invigilated exam.

MAIN AREAS COVERED

- Customer relationship marketing
- The marketing mix
- The product lifecycle
- Creating targeted digital marketing campaigns
- Roles within a wider digital marketing team Customer acquisition channels
- Market segmentation strategies
- The customer lifecycle

STRUCTURE & COMMITMENT



1-1 coaching calls with your tech coach every 3 weeks to develop, assess and nurture these digital behaviours



Completed during Months 2 - 4 and reflected on during the duration of the programme



Online lectures and online resources on the Velocity Virtual Campus aid delivery of this course



Assessment via portfolio submission and also Employer references throughout the duration of the programme

MODULE 3 - DIGITAL MARKETING BUSINESS PRINCIPLES



SUMMARY

This is another examined module where the apprentice will deep dive into digital marketing principles, such as Pay-Per-Click, Social Media, branding and brand guidelines that make up digital etiquette. At the end of this module the apprentices will sit an online invigilated exam. After, the apprentice will then study and complete the Google Analytics IQ assessment.

MAIN AREAS COVERED

- Scheduling social media campaigns
- How to create social media content
- How to create Google AdWords campaigns
- How Keywords work and how to optimise them
- The fundamentals of SEO
- Effective online communication including tone of voice
- Data protection
- Online security strategies and processes
- Google Analytics

STRUCTURE & COMMITMENT



1-1 coaching calls with your tech coach every 3 weeks to develop, assess and nurture these digital behaviours



Completed during Months 4 - 5 and reflected on during the duration of the programme



Online lectures and online resources on the Velocity Virtual Campus aid delivery of this course



Assessment via portfolio submission and also Employer references throughout the duration of the programme

MODULE 4 - HTML & CSS PROGRAMMING



SUMMARY

The apprentice will attend online labs where they will build and gain applicable skills and knowledge on how to code in HTML and CSS. This knowledge will allow the apprentice to edit elements on websites and manage client websites. The apprentice will be able to create contact forms, dropdown lists, style elements and create online structures..

MAIN AREAS COVERED

- HTML fundamentals
- CSS fundamentals
- Creating online forms
- Programming fundamentals
- Structuring webpages
- Adding and editing online media via code

STRUCTURE & COMMITMENT



1-1 coaching calls with your tech coach every 3 weeks to develop, assess and nurture these digital behaviours



Completed during Month 6 - 9 and reflected on during the duration of the programme



Online lectures and online resources on the Velocity Virtual Campus aid delivery of this course



Assessment via portfolio submission and also Employer references throughout the duration of the programme

MODULE 5 - PRINCIPLES OF CODING



SUMMARY

The apprentice will cover computer programming theory within this module. This will include understanding logic gates, when and how to use particular programming languages and also key internet protocols such as HTTP, HTTPS and TLS/SSL. The apprentice will sit their 3rd invigilated exam at the end of this module.

MAIN AREAS COVERED

- Computation and logic gates
- Programming languages and when to use them
- Different file types and their usages
- Static and dynamic websites
- Cookies, SEO and crawlers
- Governance groups

STRUCTURE & COMMITMENT



1-1 coaching calls with your tech coach every 3 weeks to develop, assess and nurture these digital behaviours



Completed during Month 10 - 12 and reflected on during the duration of the programme



Online lectures and online resources on the Velocity Virtual Campus aid delivery of this course



Assessment via portfolio submission and also Employer references throughout the duration of the programme

EPA ASSESSMENT PROCESS

Once you have completed the On Programme stage, your Coach and employer will agree if you are ready to enter Gateway, and move to the End Point Assessment.

The full assessment plan for your programme [can be found here](#).

End Point Assessment is conducted by an external assessor.

TYPES OF ASSESSMENT

For your programme, there are four elements for assessment which need to be completed in order to finish your apprenticeship:

Portfolio - produced towards the end of the apprenticeship, containing evidence from real work projects which have been completed during the apprenticeship.

Project - giving the apprentice the opportunity to undertake a business-related project over a one-week period away from the day to day workplace.

Employer Reference

Structured Interview With an Assessor - exploring what has been produced in the portfolio and the project as well as looking at how it has been produced.

YOUR GRADE

The external assessor will make the decision on the grade to be awarded based on their scoring of the two components of the End Point Assessment, your portfolio and your professional discussion.

The external assessor will also take into consideration the views of your employer which have been submitted with in your Portfolio. You will be awarded either a pass or distinction.

A distinction will be achieved if you have been seen as an outstanding employee, regularly going beyond what is required to be competent in the role and you will be seen to have great potential in the future.

What Are Your Commitments For The Apprenticeship?

Commitment From The Employer

To give the apprentice the best possible experience to thrive, develop and progress their skills, the employer would be required to adhere to the apprenticeship schedule. It is a requirement to adhere to these commitments in order to comply with the ESFA funding rules for apprenticeship programmes. The employer will be committed to allowing the apprentice to attend all of the classes required for the apprenticeship along with allowing the apprentice time to attend coaching calls with their skills coach every 3 weeks. The employer would also be required to attend a skills coach call with the apprentice every 9 weeks to keep up to date with their progress and continue planning their educational journey to suit the needs of the apprenticeship standard and the apprentices job role. Ultimately, the employer is also required to allow the apprentice to spend a minimum of 6 hours per week learning new knowledge, skills and behaviours in line with the apprenticeship standard. This can come in the form of classroom-based teaching, coaching calls, work shadowing of a mentor and online learning.

Commitment From The Apprentice

Being committed to your programme is crucial to the success of your journey. We will work with you and your line manager to set goals that are aligned to the job role and programme you are undertaking. We expect you to have a willingness to learn, participate, and be punctual and prepared for each session whether face-to-face or online. You must be able to take ownership and accountability for your own goals and be receptive to constructive feedback. Above all we want you to succeed. A crucial factor in your success is developing positive relationships with your tutors, coaches and peers. If you feel overwhelmed you have a network of support in your line manager, tutor and coach. Their role is to support and guide you through your programme. You are not alone.

SAFEGUARDING & PREVENT CLASSES

We take the wellbeing and welfare of all our learners very seriously. We have a dedicated Velocity Academy Safeguarding Team, who work directly with the learners, as well as other Velocity Academy teams and external agencies to ensure your safety. Sometimes, life can get in the way, and we recognise that, becoming a barrier to learning and even have an impact on your wellbeing, and that could be a cause for concern.

Our Coaches are trained to recognise behaviours, signs and symptoms that might indicate distress and will act appropriately and in the interest of the apprentice when required. In most cases this means alerting the Safeguarding Team to the apprentice. Once alerted, they will then reach out to the learner and offer support.

What is Safeguarding?

Safeguarding is defined as the protection of learners and the promotion of their welfare. The main aims of safeguarding are:

- Protection from maltreatment or significant harm
- Preventing impairment of health or development
- Ensuring all learners have the opportunity to experience circumstances consistent with safe and effective care

Safeguarding & Prevent Classes

During the programme of learning the apprentice will attend structured online safeguarding lessons. These safeguarding lessons will be planned into the online learning schedule and are vitally important for the development of the apprentice during the programme. These safeguarding lessons are mandatory for the apprentice to attend.

These classes will be hosted by a trained practitioner in safeguarding and will cover a wide variety of topics including abuse, mental health, online safety and extremism.

PERSONAL DEVELOPMENT LEARNING

Upon enrolment of the apprenticeship programme the apprentice will embark on a journey to not only develop knowledge, skills and behaviours in their core subject, but also develop as an individual too. This is completed by the Velocity Academy Personal Development Learning Path. This Learning Path has been delicately curated to improve areas of the apprentices' personal skills to overall develop as future leaders and responsible employees.

This learning will be completed along with the core learning delivered during the apprenticeship programme. The apprentices skills coach will set target dates to complete online learning on the below areas and then consolidate this learning through discussion during the apprenticeship coaching calls.

Modules covered include:



Personal Finance
for apprentices



Mental Health for
apprentices



Health and Wellbeing
for apprentices



Teamwork and
Leadership



E-Safety for
apprentices



Job Interviewing
and CV Writing



Public Speaking
and Confidence

Functional Skills

If the apprentice has not achieved a grade 4 (C) or above in their Maths & English GCSE's or achieved Level 2 Functional Skills before in Maths & English, they will be required to complete Functional Skills as part of their apprenticeship. The learning for Functional Skills will be completed with their skills coach and aimed to be completed within the first 6 months of the apprenticeship. All apprenticeship programmes will aim to develop learners English, Maths and Digital Skills.

CAREER PROGRESSION PATHWAYS

UK Average salary for the progression pathways in Digital Marketing include:

Digital Marketing Assistant - £21,000

Digital Marketing Manager - £50,000

Digital Marketing Executive - £29,000

Marketing Director - £80,000

Digital Marketing Consultant - £36,000

FUTURE APPRENTICESHIP PROGRAMMES

Throughout the apprenticeship programme our Skills Coaches will be giving dedicated careers advice and guidance to the apprentice. This will include direction on their next steps, post apprenticeship. Apprenticeships are a great way to gain a formal education that is cost effective and beneficial to both the employer and the learner. So higher level apprenticeship programmes that would further enhance the knowledge, skills and behaviours of the apprentice will be explored, if required.

- **Level 3 Data Technician**
- **Level 4 Marketing Executive**
- **Level 6 Marketing Manager**
- **Level 3 Content Creator**
- **Level 4 Data Analyst**
- **Level 3 Team Leader/Supervisor**
- **Level 5 Operational/Departmental Manager**
- **Level 6 Digital Marketer Degree**

