EAT. SLEEP. CODE. REPEAT.

A GUIDE TO
DIGITAL APPRENTICESHIPS

INCLUDING

> DIGITAL MARKETER

> DATA TECHNICIAN

> SOFTWARE DEVELOPMENT TECHNICIAN

GROW WITH DIGITAL

EXPERT TUITION & OUTSTANDING SUPPORT TO ENHANCE YOUR BUSINESS WITH THE LATEST DIGITAL APPRENTICESHIPS.

GROW GREAT PEOPLE

Our team guide you through how to get the training your business needs, providing advice on qualifications, financial support, additional funding, work experience and how to coach and support your apprentices.

Ofsted
Good Provider

TRAINING YOU CAN TRUST

Our knowledge can support you with getting the most out of your training funding. All of this means you can continue to focus on your core business, knowing that your training management is under control.

By partnering with us, you are working with a provider formally recognised and listed on the RoTAP (Register of Apprenticeship Training Providers) by the Education & Skills Funding Agency.

RATED
★★★★★
EXCELLENT
BY EMPLOYERS ON THE
APPRENTICESHIP
SERVICE WEBSITE

CONTACT OUR TEAM TODAY

REQUEST A CALL BACK FROM OUR FRIENDLY TEAM

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LEVEL 3
DIGITAL MARKETER

achieve training

DURATION
21 months including
18 months learning
+ 3 months EPA

TRAINING METHOD
Online

ELIGIBILITY
Learner must hold
Functional Skills Maths
and English at Level 2

Digital Marketing is an in-demand skill for many organisations. This Apprenticeship will launch your career into this dynamic area of work and you'll learn to create, implement, and analyse successful digital marketing campaigns.

The aim of this Apprenticeship is to provide you with the knowledge to become a digital marketer, learning the principles of coding, marketing, customer lifecycle, CRMs, digital campaigns and social media strategies.

You'll receive experience in all areas of digital marketing, from content creation to social media, Search Engine Optimisation, and campaign planning & monitoring.

The curriculum is based upon standards set by industry to deliver the knowledge, skills and behaviours employers need most.

Typical job roles: Digital Marketing Assistant, Digital Marketing Executive, Digital Marketing Co-ordinator, Social Media Executive, SEO Executive

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CORE KNOWLEDGE

- Coding principles
- Basic marketing principles
- Customer lifecycle
- Customer relationship marketing
- Digital marketing campaigns
- Digital and Social Media Strategies
- Search marketing & SEO
- E-mail marketing
- Web analytics and metrics
- Digital and social media platforms
- Business environment and issues
- Digital etiquette
- Platform integration
- Digital security

END POINT ASSESSMENT

This assessment is made up of a portfolio of evidence from real work projects, an employer reference and a learner interview. Successful apprentices will be awarded a pass, merit or distinction.

INVESTMENT

Maximum of £11,000 for Levy-paying organisations
Maximum of £550 for non-Levy paying organisations

PROGRESSION OPPORTUNITIES

At the end of this apprenticeship learners would have a broad skillset meaning they could progress into a digital marketing specialism such as SEO executive, PPC executive, Content co-ordinator and Marketing executive or enhance their existing role with additional knowledge.

LEVEL 3
DIGITAL MARKETER

CORE MODULES

PRINCIPLES OF CODING

Understanding how the web works is the key to effective digital marketing activity. This introductory module covers the fundamentals of search engine operations, mobile friendly and responsive design, and the use of common web languages such as HTML, JAVA and JavaScript.

PRINCIPLES OF MARKETING

This module provides an understanding of marketing theory and best practice for creating successful digital campaigns.

The module focuses on the 7 core principles of offline and online marketing, including the customer lifecycle, acquisition stages and different digital marketing channels.

PRINCIPLES OF BUSINESS MARKETING

After establishing a solid foundation in the core principles of marketing, this module will take a deeper dive into online marketing, including the components of a marketing campaign, customer relationship marketing, and legal, regulatory, and ethical frameworks.

CIM DIGITAL FUNDAMENTALS

This module provides an introduction to the main aspects of digital marketing with an appreciation of the impact digital marketing has had on customers, focusing on the tools available and how these tools can be used to develop digital marketing content.

You'll develop knowledge and skills on how to undertake communications campaigns and how the effectiveness of these can be measured.

LEVEL 3
DATA TECHNICIAN

COMING SOON

DURATION
24 months duration
+ 3 months EPA

TRAINING METHOD
Online

ELIGIBILITY
5 GCSEs inc English, Maths and a Science or Technology subject

As organisations become more digitally enabled, a Data Technician will source, format, analyse and present valuable insights, ensuring they work ethically and securely with a wide range of stakeholders.

The aim of this Apprenticeship is to provide learners with the skills and knowledge to understand their business and its data, and to effectively communicate and present data insights.

Typical job roles: Data Technician, Data Support Analyst, Junior Data Analyst

END POINT ASSESSMENT

This assessment is made up of a work-based portfolio of evidence, a professional discussion and two scenario-based demonstrations. Successful apprentices will be awarded a pass, merit or distinction.

CORE KNOWLEDGE

- The Importance and Value of Data
- Data Types
- Data Architecture
- Data Structures and Algorithms
- Sourcing, Extracting and Preparing Data
- Communication Methods
- Creating Reports
- Analytical Insights
- Performing Deeper Analysis
- Introduction to business partnering
- Commercial fundamentals

INVESTMENT

Maximum of £12,000 for Levy-paying organisations
Maximum of £600 for non-Levy paying organisations

PROGRESSION OPPORTUNITIES

At the end of this apprenticeship learners would have a broad skillset to progress into roles such as Junior Analyst, Data Technician and Support Analyst.

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COMING SOON

Part of **we are aspire**

LEVEL 3

SOFTWARE DEVELOPMENT TECHNICIAN

COMING SOON

DURATION
18 months duration
+ 3 months EPA

TRAINING METHOD
Online

ELIGIBILITY
5 GCSEs inc English, Maths and a Science or Technology subject

A Software Development Technician is an excellent role for anyone starting out as a software developer.

By the end of this Level 3 apprenticeship programme, you'll be a confident coder with the ability to solve programming problems, develop user interfaces, and write substantial pieces of code for software projects.

Typical job roles: Software Development Technician, Junior Web Developer, Junior Software Developer.

END POINT ASSESSMENT

This assessment is made up of a portfolio of evidence from real work projects, an assessor interview and a project. Successful apprentices will be awarded a pass, merit or distinction.

CORE KNOWLEDGE

- Introduction to Software Development & C#
- Software Development Context and Methodologies
- User Interface Design and Development
- Introduction to Programming Using Java
- Software lifecycle
- Unit testing
- Databases and Security

INVESTMENT

Maximum of £15,000 for Levy-paying organisations
Maximum of £750 for non-Levy paying organisations

PROGRESSION OPPORTUNITIES

The Software Development Technician apprenticeship gives you the skills and experience to work in a range of roles, including Junior Developer, Junior Web Developer, Junior Application Developer, Junior Mobile App Developer, Junior Games Developer, and Junior Software Developer.

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COMING SOON

READY TO GROW
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Contact us online
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or visit our website to Live Chat

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training

Head office

Achieve Training, Canavan Centre, Atlas Works,
College Road, Stoke-on-Trent, Staffordshire, ST1 4DQ

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