

Apprenticeship (the qualification you'll get)

You'll complete a [Level 6 Digital Marketer](#) apprenticeship.

Job Description (the role you'll be doing)

- Develop and critically apply the concepts, principles, and theories of marketing relevant to the interdisciplinary topics of digital marketing.
- Apply the 4 marketing principles (product, price, place, promotion) and considerations of the business / marketing campaign.
- Write and create content for the different audiences, online channels and create clear "Call to Actions" and user journeys.
- Demonstrate how to promote and apply content marketing effectively through the appropriate media channels, relationship management systems and communication platforms to ensure brand and cultural awareness are maintained throughout marketing strategies.
- Select a variety of appropriate research methodologies, platforms, and technologies to gather information and apply to the organisation's digital marketing strategies
- Manage, plan, specify, lead, and report on digital marketing projects.
- Manage and optimise key channels and content within a digital marketing plan.
- Manage interfaces and apply the appropriate E-commerce strategies and whenever appropriate taking global engagements into account.
- Apply a marketing mix / digital marketing mix to meet customer expectations.
- Observe, record and draw conclusions from all types of statistical analysis of campaign performance to demonstrate Return on Investment
- Engage communities through Email Marketing and social media to stimulate and encourage communication through positive discussion and engagement.
- Apply the appropriate tools for a data-led approach to analyse marketing information and platforms, data and social media and recognise what is important for insights and optimisation to provide solutions for marketing decisions.
- Contribute to business, planning and marketing strategies to recognise and respond quickly to opportunities and customer requirements whilst embracing change.
- Interpret, communicate, and brief internal or external stakeholders on digital business requirements.