

# LEVEL 3 // DIGITAL MARKETER

## ROLE OVERVIEW

To achieve this Level 3 apprenticeship, your apprentice would be expected to build relevant knowledge and experience within their day-to-day role, working on a range of marketing projects.

### Suitable Job Titles

- ▶ Digital Marketing Assistant
- ▶ Digital Marketing Executive
- ▶ Social Media Executive
- ▶ Content Coordinator
- ▶ Email Marketing Assistant

Find out more at [www.balticapprenticeships.com](http://www.balticapprenticeships.com)

### Roles, Duties & Responsibilities

- ▶ Apply a good level of written communication skills for a range of audiences and digital platforms, and with regard for the sensitivity of communication
- ▶ Analyse and contribute information on the digital environment to inform short and long term digital communication strategies and campaigns
- ▶ Recommend and apply effective, secure, and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives
- ▶ Review, monitor, and analyse online activity and provide recommendations and insights to others
- ▶ Respond efficiently to enquiries using online and social media platforms
- ▶ Apply structured techniques to problem solving, analyse problems and resolve issues across a variety of digital platforms
- ▶ Understand and create basic analytical dashboards using appropriate digital tools
- ▶ Build and implement digital campaigns across a variety of digital media platforms
- ▶ Use digital tools effectively
- ▶ Measure and evaluate the success of digital marketing activities
- ▶ Apply at least two of the following specialist areas: search marketing, SEO, email marketing, web analytics and metrics, mobile apps, and Pay-Per-Click
- ▶ Interpret and follow latest developments in digital media technologies and trends, marketing briefs and plans, industry good practice, and company defined customer standards