



Digital marketing is evolving at a pace no one could have anticipated. Creating websites, content marketing and search engine optimisation are crucial to an effective online presence for any business.

You need passionate, talented and professional people within your business to maintain and develop your online presence.

Vocational training can supply staff with these skills.

### **Who is this qualification suitable for?**

- Social media assistant
- Social media marketing assistant
- Search assistant
- Search marketing coordinator
- Display marketing assistant
- Commerce assistant
- Mobile marketing assistant
- Video marketing production assistant
- Digital marketing assistant
- Community engagement officer
- Digital communications officer

### **What is involved?**

- Level 3 Diploma in Digital Marketing
- Transferable Skills (maths, English, ICT)
- Personal Learning and Thinking Skills
- Employee Rights and Responsibilities

This qualification usually takes 12 months to complete.

### **Units**

- Principles of social media within a business
- Principles of keywords and optimisation
- Social networking management for a business
- Using collaborative technologies
- Content management system website creation
- Use digital and social media in marketing campaigns
- Imaging software
- Spreadsheet software
- Communicating using digital marketing/sales channels