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National Apprenticeship- Occupational Profile

Apprenticeship Title: Digital Marketing Apprenticeship

NFQ Level: 6

Duration: 2 years

Typical Tasks/ Responsibilities:

As the programme development evolves, specific occupations will be identified for graduates however upon completion of this apprenticeship programme, possible occupations could include

- Digital marketing executive
- Social media manager
- Digital marketing analyst
- Content marketing executive
- Search engine optimisation specialist
- Digital campaign manager
- Digital marketing strategist
- Digital marketing account manager
- Account associates
- Communications Associate
- Digital lead
- Junior content producer
- PPC & digital marketing specialist
- Digital marketing & customer experience manager
- Advertising Inventory Analyst
- Media Planner
- Media Scheduler
- Advertiser Insights Executive
- Media Co-Ordinator
- Media Sales
- Advertising Ops
- Programmatic Media Executive



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On successful completion of the proposed apprenticeship, a person in the occupation of Digital Marketing Associate will:

Knowledge:

- Demonstrate an understanding of the core principles of marketing for example, segmentation, targeting & positioning, the marketing mix, customer relationship management, the customer lifecycle.
- Demonstrate knowledge of the strategic and tactical role and value of the digital environment
- Characterise the key digital marketing and media environmental trends and their implications to the organisation
- Elaborate on the relevance and importance of creative thinking and how it can be applied in a variety of disciplines
- Compare organic and paid digital marketing methods used to meet varied organisation objectives.
- Explain how engaging content can be created that will resonate with the target demographic audience
- Understand how the various social media platforms work for business
- Understand how to engage with impactful and thoughtful stories to connect customers with the organisations brand and values
- Express ideas and concepts through the development and creation of digital content for effective marketing.
- Demonstrate knowledge on how to foster both B2C and B2B relationships using digital marketing methods.
- Explain the commercial considerations facing the industry such as ROI.
- Evaluate the political and ethical issues surrounding digital marketing and media operations
- Describe how analytics are used to monitor and measure the success of a digital marketing strategy

Skills:

- Apply up to date concepts, principles and theories of digital marketing
- Review, monitor and analyse online activity and provide recommendations and insights to others
- Create and distribute relevant, valuable and optimised content for audiences.
- Measure and evaluate the success of digital marketing activities



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- Contribute to strategy formulation, implementation, measurement and reporting across multiple channels.
- Coordinate and optimise various channels within a digital marketing plan.
- Manage online websites, platforms, software and interfaces.
- Apply current best practices and thinking to meet customer expectations.
- Record, monitor, interpret and report on relevant metrics to support data driven decision-making and optimisation.
- Engage communities through multiple digital marketing channels and tools including Social Media, email, online advertising, email.
- Apply the appropriate tools for a data-led approach to analyse marketing information and platforms, data and social media and recognise what is actually important for insights and optimisation to provide solutions for marketing decisions
- Contribute to the business, research, planning and marketing strategies as required.
- Interpret, communicate and brief internal or external stakeholders on digital marketing and media requirements.
- Manage multiple projects simultaneously and overcome
- obstacles such as time management, motivation, interpersonal communication and resilience

Behaviours:

- Effectively communicate with multiple internal and external stakeholders at varied levels.
- Work under pressure, with moderate supervision, and interact effectively working within teams
- Consider the impact of work and communication on others.
- Compliance with regulations, legislations and company policy/procedures.
- Demonstrate high attention to detail, ability to self manage and work to deadlines.
- Show honesty and regard for privacy and safeguarding of data.
- Be self motivated, be flexible approach in ones approach to work and actively manage own continuous professional development.
- Think logically, analytically, critically and creatively using relevant approaches and techniques

Industry/industries served by the apprenticeship:

- Pharmaceutical
- Gaming
- Healthcare & medical devices



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- Health & Beauty
- Education
- Manufacturing & automotive
- Media & Entertainment
- Ecommerce & Retail
- FinTech
- Hospitality
- Travel & Tourism
- Logistics
- Print & Packaging
- Construction
- Consumer Retail Products

Proposed minimum entry requirements for apprentices on the programme:

- Must be employed by a SOLAS 'Approved Employer' and registered as an apprentice
- Must have Grade O6/H7 or above in 5 Leaving Certificate subjects (including Maths F2/O6/H7 and English O6/H7) or a full QQI Level 5 or higher qualification
- Non-Standard Applicants aged 21 years and over without a Level 5 qualification will also be considered for access via Recognition of Prior Learning following an interview with the National Programme Manager (on behalf of the CSG) and submission of relevant documentation.
- International applicants must present the equivalent of a full Level 5 qualification or higher
- English is the language of tuition and assessment. Learners for whom English is not a first language must demonstrate proficiency in English. Applicants must achieve a minimum of a grade B2 CEFR or recognised equivalent
- Non-EU applicants are subject to work permit regulations

Progression opportunities on completion of the apprenticeship:

One of the most compelling aspects of this apprenticeship is the potential it has to lead to higher education opportunities. By combining practical on-the-job training with classroom-based instruction, apprentices will gain valuable skills and industry-specific knowledge. These experiences lay a solid foundation for further academic pursuits as graduates can build upon their skills and pursue advanced qualifications such as diplomas, or degrees. Many universities and colleges recognise the value of apprenticeship experience and offer flexible entry requirements or advanced entry to apprentices, enabling them to continue their education and enhance their career prospects. We are currently engaging with colleagues in Higher Education about progression routes and further engagement will take place so that options will be in place for apprentices to progress following their successful completion of the programme.



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