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Digital Marketer Workplace Activities Checklist

Below are details of the skills and behaviours that the apprentice is required to develop in the workplace to meet the requirements of the apprenticeship. This checklist is used to indicate what tasks will be essential in their day to day duties and which ones will need to be built into their job role.

Competency Standard	Essential to role	Need to build into role	Work activities	How will this be ensured?
Written communication: applies a good level of written communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication			Apprentice is involved in using digital platforms such as: • Social media • Email newsletters • Website content/blogs Also includes internal communication, for example email or instant messaging with colleague	
Research: analyses and contributes information on the digital environment to inform short and long term digital communications strategies and campaigns			The apprentice can take and interpret a given topic (for both long-and short-term strategies) and make a recommendation, and report on the summary of findings for each strategy. Using research to gather information such as: • Market research (Competitors, target audience etc.) • Most effective digital platforms/tools for the marketing campaign (social media platforms, website, blog, email marketing etc). • The best analytic tools for measuring success of the campaign Producing presentation/report summarising findings and making recommendations for each strategy	

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Technologies: recommends and applies 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			The apprentice uses digital platforms and tools to meet the objectives of a campaign. Examples could include: • Social media tools • Email newsletter platforms • Image/video editing tools to produce/edit content • Web authoring platforms such as WordPress etc.	
Data: reviews, monitors and analyses online activity and provides recommendations and insights to others			The apprentice carries out simple analysis of market data and produces reports. Using a range of analytic tools and to identify trends and improve marketing campaigns, such as: • Social media analytics • Google analytics • Email newsletter analytics	
Customer service: responds efficiently to enquiries using online and social media platforms.			The apprentice deals with customer/client enquiries through website and social media platforms	
Problem solving: applies structured techniques to problem solving, and analyses problems and resolves issues across a variety of digital platforms			The apprentice applies problem-solving techniques to overcome issues when using digital platforms.	

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Analysis: understands and creates basic analytical dashboards using appropriate digital tools			The apprentice applies appropriate analysis methods and interprets the results. By using and customising analytic dashboards for a particular campaign - Displaying the most effective data for measuring against specific KPI's of a campaign.	
Implementation: builds and implements digital campaigns across a variety of digital media platforms			The apprentice participates in building and implementing campaigns across at least 3 different digital media, including social media platforms	
Marketing Tools: applies at least two of the following specialist areas: search marketing, search engine optimisation and Pay-Per-Click, e mail marketing, web analytics and metrics, mobile apps			The apprentice uses at least two marketing tools to increase traffic and visibility to a website or product/service. They will use tools such as: • Search marketing • Search engine optimisation and Pay-Per-Click • Email marketing • Web analytics and metrics • Mobile apps	
Digital Tools: uses digital tools effectively			This can be covered alongside the **Technologies competency standard**	
Digital analytics: measures and evaluates the success of digital marketing activities			This can be covered alongside the **Data competency standard**	

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Industry Knowledge: interprets and follows: • Latest developments in digital media technologies and trends • Marketing briefs and plans • Company defined 'customer standards' or industry good practice for marketing company, team or client approaches to continuous integration			The apprentice demonstrates good customer and industry practice and attendance of continuous professional development through: • Using industry publications (print or online), trade memberships etc. to keep up to date with latest digital marketing developments • Keeping a CPD log of training, conferences, networking events they have attended and explanations on how they develop their skills and knowledge	
Business Environment: can operate effectively in their own business's, their customers' and the industry's environments			Work effectively within their role to meet business objectives.	
Business skills: Demonstrates an analytical and systematic approach to issue resolution. Demonstrates effective communication skills. Appreciates the wider business context, and how their role relates to other roles and to the business of the employer or client. Takes the initiative in identifying and negotiating appropriate personal development opportunities.			Works independently and takes a high level of responsibility. Undertakes work that is more complex, critical or more difficult. Demonstrates an ability to extend or enhance their approach to work and the quality of outcomes. Doesn't just solve the problem but explores all known options to do it better, more efficiently, more elegantly or better met customer needs.	

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Complexity: applies a methodical approach to issue definition and resolution.			Drives solutions – with strong goal focused and appropriate level of urgency. Shows good project management skills, in defining problems, identifying solutions and making them happen. Demonstrates a disciplined approach to execution, harnessing resources effectively.	
Autonomy: uses discretion in identifying and responding to complex issues and assignments.			Reads situation, adapts behaviours, and communicates appropriately for the situation and the audience. Actively works with others and leads by example. Can be trusted to deliver, perform and behave professionally, manages and delivers against expectations, proactively updates colleagues and behaves in line with the values and business ethics.	
Influence: has working level contact with customers, suppliers and partners. Interacts with and influences colleagues.			Internally works alone, 1:1, in a team and across the company with colleagues at all levels. Externally works with customers, suppliers, and partners in a variety of situations.	