

Diploma in Digital Marketing

SCQF Level 7

Skills
Development
Scotland



Why choose GP Strategies Scottish Apprenticeships?

20+ years of experience in delivering modern apprenticeships

Achievement rate 10% over the national average

Consistently 'All Green with High Confidence' across our External Verification visits

Effective remote delivery across the whole of Scotland

Fully accredited with Qualification Scotland

Employer benefits

Dedicated account manager with tailored consultation

Unlock potential by creating an adaptive and resilient workforce

Remote delivery providing flexible workplace options

83% of employers say they have seen improved productivity

79% of employers say this has boosted staff morale

72% of employers say this has helped with staff retention

Apprentice benefits

Earn while you learn

Industry-recognised qualification

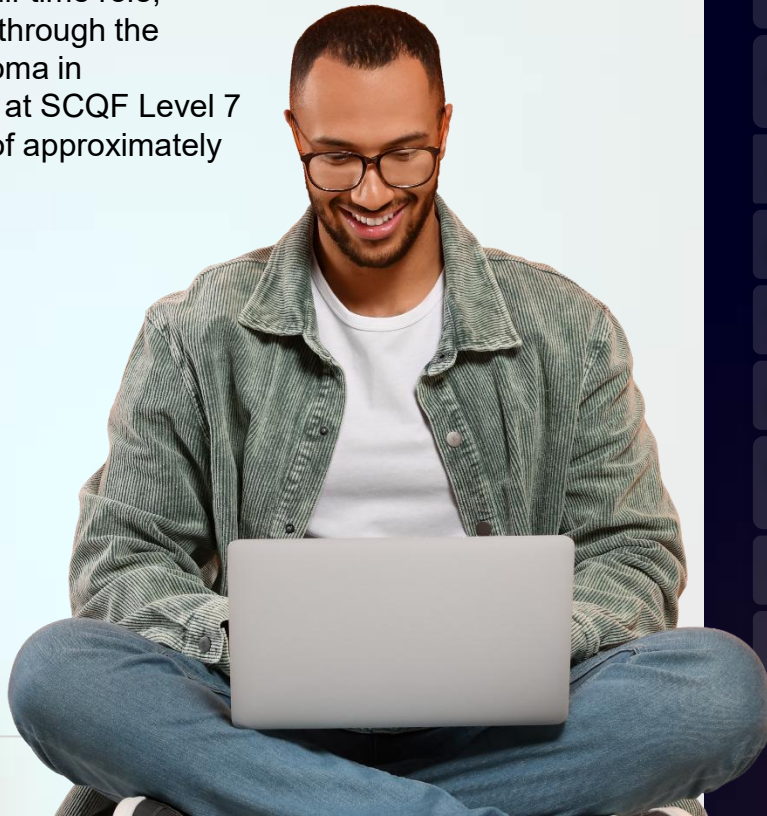
Support and guidance throughout

Enhanced career opportunities

The role of a digital marketing apprentice

This programme is perfect for individuals who are starting their career in marketing or looking to enhance their digital marketing skillset. We support candidates in roles such as digital marketing assistant and junior marketing executive.

Alongside their full-time role, candidates work through the work-based Diploma in Digital Marketing at SCQF Level 7 over the course of approximately 12 months.



Learning journey example

(This qualification is made up of 8 units – 4 mandatory and 4 optional)

- 1 Induction and initial assessment
- 2 Manage personal development and reflect on current practice
- 3 Develop skills and competencies about social media channels and digital platforms
- 4 Promote content through social media channels, CRM systems, and digital platforms
- 5 Comply with ethical, legal, and regulatory requirements
- 6 Develop and implement digital marketing strategies
- 7 Write and create content for multiple digital platforms
- 8 Manage, evaluate, and report on digital marketing campaigns
- 9 Use analytic tools to evaluate performance of digital marketing activities
- 10 Create and update web pages
- 11 Final review and completion

Evidence gathering

Apprentices are supported and guided by a dedicated assessor throughout the apprenticeship programme.



Promote content through social media channels, CRM systems and digital platforms

This standard is part of the competence area related to developing content, storytelling, and influencing.

You create content relevant to your target audience, amplify reach and engagement using paid media and influencers, and apply search engine optimisation (SEO) to maximise audience reach.



Comply with ethical, legal, and regulatory requirements and codes of practice

This standard is related to the principles and theories of digital marketing.

This is for digital marketing professionals who must comply with ethical, legal, regulatory requirements and codes of practice in digital marketing.



Manage, evaluate and report on digital marketing campaigns

This standard is part of competence area related to carrying out analysis and evaluation.

It covers managing, evaluation and reporting on digital marketing campaigns. As a digital marketer, you are responsible for creating, designing and running marketing campaigns.



Write and create content for multiple digital platforms

This standard is part of the competence area related to developing content, storytelling and influencing for digital marketing. It covers writing and creating content for multiple digital platforms. The content may be in various forms that include video podcasts, blogs, advertisements, and e-marketing and include case studies, newsletters, advertising, promotions, and webpages.

These are just some of the topics that apprentices will work towards. Your assessor will help you create a tailored programme to suit your needs.

Supplied by our partners

e-Portfolio

Our online portfolio is OneFile, which is easily accessible from any device at any time. This tool helps you gather evidence to build your portfolio, track your progress, and view any upcoming appointments booked with your assessor. Stay up to date with your progress, ask questions, and expand your knowledge with the click of a button.

Professional and vendor qualification

GP Strategies Scotland is an approved apprenticeship provider with Skills Development Scotland and Qualification Scotland. Additional training opportunities are available.



Qualifications
Scotland
Approved Centre



What happens next?

Initial meeting

Establish customer requirement

Identify most suitable solution

Set up

Complete formal agreements

Apprentice induction and initial assessment

Awarding body registration

Programme commencement

Induction appointment with assessor

Candidate e-Portfolio assigned

First action plan created

Support and feedback

Regular meetings with assessor, remotely through Microsoft Teams, telephone, and email

Quarterly updates with account manager

Review and evaluation

13-week reviews are carried out with the manager, candidate, and assessor to reflect on progress, celebrate success, and discuss any issues.

Celebrate success

Completion certificates sent to apprentice



GP Strategies

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If you would like any further information, contact:
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GP Strategies Scottish Apprenticeships – committed to equality and valuing diversity.

