



**Pathway Group**  
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**EDI**

Supporting learning  
and performance

**City & Guilds**

**SOCIAL MEDIA/DIGITAL  
MARKETING APPRENTICESHIPS**

**LEVEL 3**

For more information contact Pathway Group on 0800 955 0870 or 0121 707 0550  
or visit [www.pathwaygroup.co.uk](http://www.pathwaygroup.co.uk)

## What is a Social Media/Digital Marketing Apprenticeship?

Social Media/Digital Marketing Apprenticeships are for people who are interested in the digital age and how, when used effectively it can make a huge difference to not only the marketing strategies but to the overall business.

Social Media is second nature to young people today so who is better to work for a business who want to expand their Social Media/Digital presence than a Social Media/Digital Marketing Apprentice!

## What do you learn?

- The definition of Social Media/Digital Marketing and what it means to businesses.
- How to use Social Media/Digital Marketing tools and platforms (managing and monitoring online communities) and developing Social Media strategy.
- How to measure the achievement of Social Media/ Digital Marketing campaigns and identify new target markets, audiences and how to use Social Media/ Digital Marketing to connect with and be endorsed by others.
- What terms like: 'keywords', 'key phrases', 'Pay Per Click Advertising (PPC)', 'Search Engine Optimisation (SEO)' and 'Social Media Optimisation (SMO)'
- How to plan and create websites and content for online profiles and blogs.
- The laws, regulations and legislation surrounding Social Media/Digital Marketing.
- Working with your business to promote, utilise and increase presence using Social Media/ Digital Marketing in their business environment.
- Copy Writing, Content Writing and Proof Reading.
- Researching new content and knowing the brand inside out in all departments.

## What qualifications do you gain?

On successful completion of this course you will gain the following qualifications:

- Level 3 Certificate in Social Media/Digital Marketing
- Functional Skills: Maths, English & ICT

## What you will earn?

The minimum wage for Apprenticeships is £2.68 an hour but most companies offer more and this will increase as you become better qualified with more and more work experience behind you.

## What types of jobs are available?

Careers within the Social Media/Digital sector are well varied and suit all of people. Future job opportunities may include: Social Media, PR, Communications, Content Writers, Online Media Buyers, SEO, SMO & PPC Specialists, Web Developers and many more.



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## Who can apply?

Government funding is available for Social Media/Digital Marketing Apprentices to work towards nationally recognised qualifications. Anyone living in England and not in full time education, who doesn't hold an achievement at level 4 or higher is entitled to apply.

## Why Choose Pathway Group?

When choosing to use us as your Apprenticeship provider you need a company who will provide a high-quality, professional Apprenticeship service with good contacts in the trade, and if so that us!

What we will do:

- Manage the whole Apprenticeship training process.
- Give you a mentor and advisor who are professionally trained to meet your needs and assess you throughout the programme who can also offer feedback and advice at any-time.
- Provide you with the training you need to gain recognised qualifications.
- Give you all the resources and materials that you need to complete your studies with us.

## Want to find out more about Social Media/Digital Marketing Apprenticeships?

For more information please contact us on: **0121 707 0550** or e-mail: **info@pathwaygroup.co.uk**



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