

# IT Apprenticeships

## Why should you choose Northbrook Metropolitan College?

Top in Sussex for aged 19-23 apprentice achievement rates  
Top in Sussex for aged 16-23 apprentice timely achievement rates  
Employer satisfaction rate *above* 98%

A real wage  
A real qualification  
**A real future**



## Level 3 Advanced Apprenticeship in Social Media & Digital Marketing

### Qualification Aims/Objectives/Suitability

This Apprenticeship covers a broad range of social media and digital marketing skills, to help organisations reach and retain customers through a wide variety of digital channels.

As an employer, you will get an energy booster for your marketing strategy from the talented individuals that Northbrook Apprenticeships attract.

As an apprentice you will attain "on the job" knowledge of Digital Marketing and Social Media tools that transform local businesses.

The IT Digital industry develops solutions that help businesses and individuals become more successful in their Marketing and Networking activities. This apprenticeship opens multiple career paths within Digital and Marketing industries.

GCSEs (A\*-C) in English, Maths, and ICT or equivalent Functional Skills. Apprentices may have already completed an Intermediate Apprenticeship in another area or be working in other industries.

### Functional Skills – Maths, English, & ICT

Functional Skills may be required dependant on Apprenticeship framework and previous qualifications achieved.

### Course Content

This course will support you to achieve:

- > Digital Marketing Metrics and Analytics
- > Principles of Social Media Advertising and Promotion
- > Content Marketing
- > Marketing on Mobile Devices
- > Principles of Social Media Within a Business
- > Brand Development
- > Produce Copy for Digital Media Communication
- > Principles of Keywords and Optimisation

### Qualification

- > Level 3 Diploma in Digital Marketing

### Duration

Up to eighteen months

### Venue

The diploma element will be delivered and supported in the workplace and college.

If Functional Skills are required, this element will be delivered in the classroom.

### Become an Apprentice

Phone 01903 273 126 or email [apprenticeship.team@nbcol.ac.uk](mailto:apprenticeship.team@nbcol.ac.uk)

### Employ an Apprentice

Phone 01903 273 732 or email [business.solutions@nbcol.ac.uk](mailto:business.solutions@nbcol.ac.uk)

Drop into our Apprenticeship Surgery. Wednesdays 15:00-16:30 at Northbrook MET's Broadwater Campus, Worthing, West Sussex, BN14 8HJ – no appointment needed.