



# DIGITAL MARKETER **Level 3**

SALESFORCE MARKETING PROFESSIONAL

**DURATION** 15 months

## WHAT'S SALESFORCE?

Salesforce is a customer relationship management solution that gives every business team- from sales and marketing to commerce, service, and beyond a single, shared view of every customer.

## JOB ROLES THIS PROGRAMME IS GREAT FOR

Digital Marketing Assistant  
Digital Marketing Executive  
Digital Marketing  
Social Media Executive  
Product Marketing  
Email Marketing Assistant  
Analytics Executive

## QUALIFICATIONS

BCS Level 3 Digital Marketer Apprenticeship  
Principles of Coding (BCS KM1)  
Marketing Principles (BCS KM2)  
Google Analytics IQ (KM3)  
Salesforce Marketing Cloud Email Specialist Certification

## WHO IT'S A GOOD FIT FOR

Half artist and half scientist, you know the power of a great story - especially when you have the data to back it up. And you're not afraid to dream big while driving real results. On top of that, you have a knack for connecting with people. Ringing a bell? Then take a look at a career in marketing.'





Our Digital Marketing Level 3 apprenticeship delivers skilled marketing professionals ready to tackle a varied and fast-paced role, helping your business thrive.

## DISCOVER, PRACTICE AND APPLY

Discover, practice and apply are the three pillars of apprenticeship learning. No matter what part of the apprenticeship a learner is on, discover, practice and apply are combined into each activity.

### Discover

Learners will learn the theory, by exploring subjects online and in the classroom.

### Practice

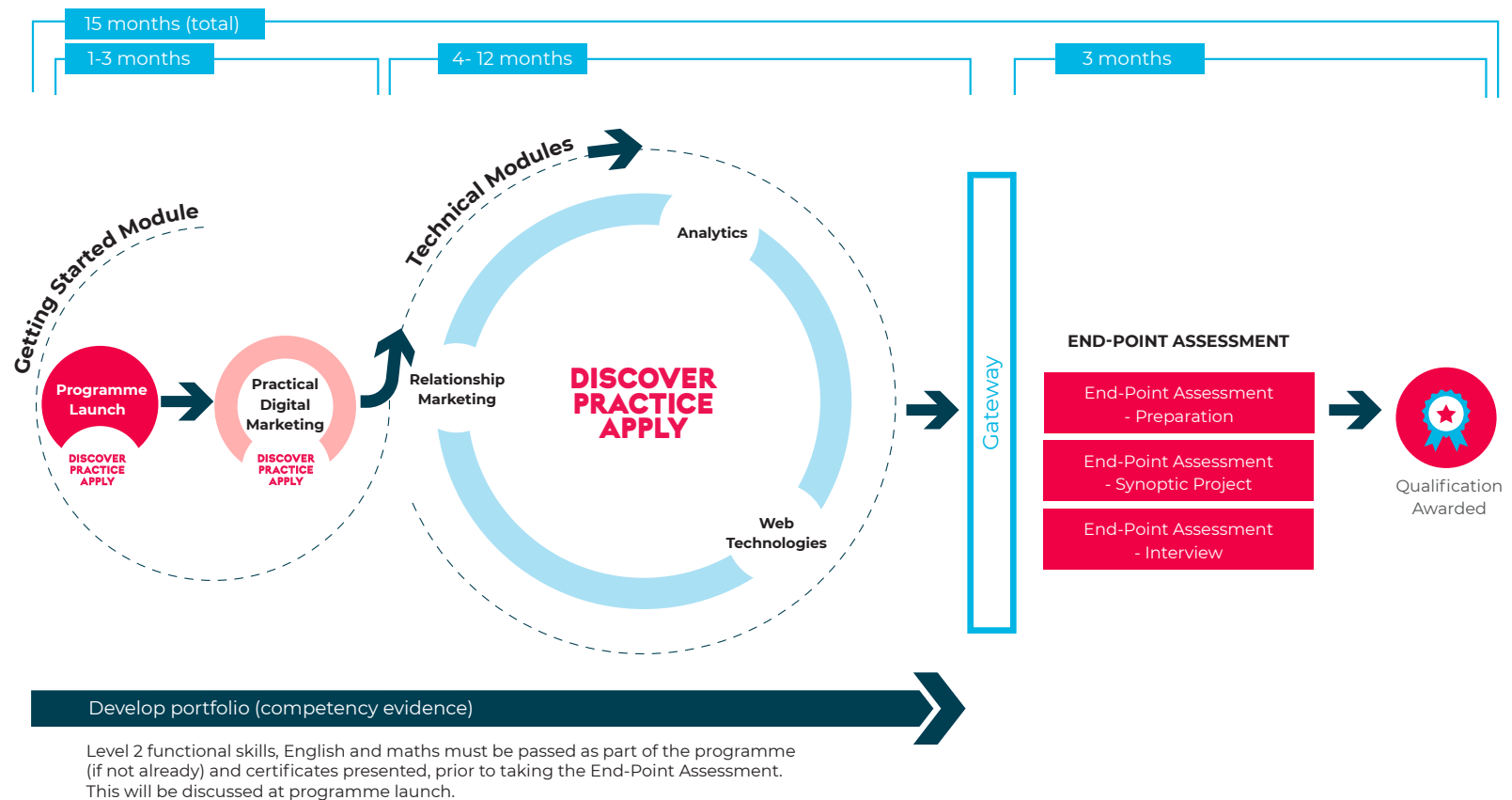
Learners will practise their new-found knowledge by completing activities - online, in the classroom and (most importantly) directly at work in their day-to-day role.

### Apply

Learners will apply what they've discovered and practised at work. They will actively contribute to your organisation whilst building their portfolio of evidence (showing how they've applied their new skills) to gain their qualification.

### Evidencing 20% off-the-job learning

We are the apprenticeship experts and can help advise you on how best to do this. Our programme facilitates off-the-job learning, it's been developed with online learning and on-the-job learning, as well as classroom training. This 20% must be done in working hours.



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