

EDA Apprenticeship Service for Members & Affiliated Members

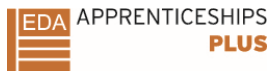
In partnership with EDA Apprenticeships Plus



The Electrical Distributors' Association (EDA) is the trade association for electrical wholesalers in the UK. It has been representing their interests since 1914 and today has over 240 member companies operating from 1,900 branches around the UK. It also has over 90 affiliated members who are leading suppliers of products and services to the wholesaler members.

One of the EDA's top priorities is to promote a culture of education and training amongst its members and affiliates members. It believes in life-long learning and offers a wide range of training opportunities from the day of joining the industry to the day of retirement (and beyond).

The EDA works in partnership with an external company called EDA Apprenticeships Plus to deliver its apprenticeship programmes.



This course information sheet describes just one of the apprenticeships offered by EDA Apprenticeships Plus. You can find out more [on our website](#).

www.eda.org.uk

T: 020 3141 7350

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Level 3 Digital Marketer (England only)



COURSE DESCRIPTION

The primary role of a digital marketer is to **define, design, build and implement** digital campaigns across a **variety of online and social media platforms** to drive customer acquisition, customer engagement and customer retention. This role within our sector is becoming more important as more sales and marketing go on-line.

A digital marketer will typically be working as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. The marketer will work to **marketing briefs and instructions**. They will normally report to a digital marketing manager, a marketing manager or an IT Manager.

Typical apprenticeship roles might include Digital Marketing Assistant, Digital Marketing Executive, Digital Marketing Co-ordinator, Campaign Executive, Social Media Executive, Content Co-ordinator, Email Marketing Assistant, Digital Marketing Technologist.

Course delivery is usually via a blended model rather than workplace trainer visits combining online workshops and forums, one-to-one virtual meetings and online updates and digital testing.

EMPLOYER COMMITMENT

Managers must be prepared to provide the apprentice with the **opportunity to carry out work which will enable them to produce evidence towards their apprenticeship**. Managers must ensure that the apprentice has enough time to complete their learning **within working hours**. Managers must regularly review the apprentice's progress with the Training Provider, identifying additional activities to stretch and challenge the apprentice and supporting the resolution of any difficulties. Managers should also be prepared to take on a mentoring role with the apprentice, passing on skills, knowledge and experience to help the apprentice develop into a fully-fledged member of the team.

Apprenticeship training can help your business attract talent and improve professional skills. From training new recruits through to post-graduate study, apprenticeships boost the skills of the workforce and help business productivity.

The EDA Apprenticeship Service is built around your needs and delivered UK-wide by our external partners. Through the EDA's service your business has access to hundreds of apprenticeship programmes that are matched to job roles, and you can access them in two ways:

1. Recruit a new team member on to an apprenticeship, or
2. Put an existing employee onto an apprenticeship to train them in a new role

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COURSE DURATION

18 months including End Point Assessment

ELIGIBILITY

Digital Marketer Level 3 is only available in England. (Other Marketing frameworks are available in the Devolved Nations)

There are no eligibility criteria, although apprentices without a Level 2 English and Math will need to achieve this prior to completion of the apprenticeship and End Point Assessment (EPA) as well as an internationally recognized vendor/professional qualification (as outlined on the standard)

END POINT ASSESSMENT

To successfully complete the apprenticeship, the learner needs to pass an End Point Assessment. This is an independent assessment with three components:

- A portfolio
- A project
- An interview

The assessor from the End Point Assessment body will then decide whether to award successful apprentices with a pass, merit or distinction.

NEXT STEPS

For more information or to progress your vacancy the EDA Training team **training@eda.org.uk**

USING THE EDA APPRENTICESHIPS PLUS HOSTING SERVICE

EDA Apprenticeships Plus is an Apprenticeship Training Agency (ATA). This ATA status means they can employ your apprentice on your behalf and you host them in your business – this is the Hosting Service. You benefit from the comprehensive Hosting Service which includes:

- A full recruitment campaign including advertising, shortlisting, pre-screening, eligibility checks, interviews scheduling, and feedback to all candidates
- Induction
- HR support and advice, including contracts of employment and related paperwork
- Performance management reviews: months 1, 3 & 9
- Payroll services
- Health and safety checks
- Mentoring support for you and your apprentice
- Apprentice performance review, pastoral support and, if applicable, disciplinary management
- Training provider sourcing, selection and contracting
- End Point Assessment (EPA) sourcing and contracting
- Entry into the EDA Learner Achievement Awards

*The salary costs in the illustration below use the prevailing UK National Minimum Wage (NMW).

	Annual salary based on current National Minimum Wage* (40 hours week)	Management Fee (10% of annual salary)	Training Fee (5% of overall apprenticeship fee of £11,000)	Total Annual Apprenticeship Cost incl Salary (invoiced monthly over 12 months)
Age 16-17: £211.20 a week or £5.28 per hour	£10,982	£1,098	£550	£12,630
Age 18-20: £299.60 a week or £7.49 per hour	£15,579	£1,557	£550	£17,686
Age 21-22: £407.20 a week or £10.18 per hour	£21,174	£2,117	£550	£23,841
Age 23+: £416.80 a week or £10.42 per hour	£21,673	£2,167	£550	£24,390



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