

## Digital Marketing Apprenticeship

### What is it?

A Digital Marketing Apprentice helps businesses grow by managing their online presence. From creating content for social media to improving website traffic, you'll learn how to build a brand in today's digital world.

### What will you do?

- Create posts for Instagram, Facebook, and TikTok
- Work with influencers and bloggers
- Track website and ad performance
- Learn SEO (Search Engine Optimisation)
- Assist in designing marketing campaigns

### What skills do you need?

- Track website and ad performance
- Tech savviness
- Interest in social media trends
- Creativity and imagination
- Good communication skills

### Why Choose an apprenticeship?

- Gain hands on experience
- No university debt
- Earn while you learn

### Labour Market Information:

- 📈 **Growing Demand:**
  - The digital marketing industry is projected to **grow by 8% by 2030**
  - **Northeast England:** Over **3,000 digital marketing roles** advertised in 2024
  - **Nationally:** There are currently **25,000+ digital marketing vacancies**

### What qualifications will you gain?

- 🎓 Level 3 Digital Marketing Qualification (equivalent to A Levels)
- 🎓 Potential to progress to a Level 4 Higher Apprenticeship or a Degree

### Where can this job take you?

- Digital Marketing Manager
- Social Media Strategist
- PR or Brand Specialist.
- Content Creator

### Salary

Starting salary: £10,000–£18,000 per year. (apprenticeship level)

Experienced digital marketers earn an average of £30,000–£40,000 per year, with specialists earning £50,000+

### Want to Learn more?

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[nationalapprenticeshipweek.co.uk](https://nationalapprenticeshipweek.co.uk)

Or talk to your Careers Advisor today!