



LEVEL 3

AI DIGITAL MARKETING

APPRENTICESHIP:

BY INDUSTRY, FOR INDUSTRY

creative
process

OVERVIEW



Creative Process supports employers to develop the digital skills and capabilities they need for the 21st Century. We do this via the digital apprenticeship that we launched with the government at Apples UK HQ in London and at icrossing (Hearst Corporation) in Brighton. We deliver up skilling and training to your existing workforce or help you to attract, select and recruit young talent into your business.

The AI Digital Marketing Apprenticeship is at a level 3 standard and lasts for 15 months. The diploma qualification is awarded by the Chartered Institute for IT.



AI Digital Marketer job roles include - Marketing Officer/Assitant, Growth Strategist, Copywriter, Communications and Marketing Manager, Customer Insights & AI Analyst

Enroll an existing member of your team or use our free recruitment service for new hires that is no obligation and no cost.

Five easy steps to hire an apprentice:

- 1) **Register** your interest or send us your job description detailing skills, qualities and salary.
- 2) We advertise your role, meet and assess all candidates, sending you the best to interview.
- 3) You decide whom you want to appoint (there's no obligation) and agree a start date.
- 4) We enroll and induct your apprentice onto our training programme.
- 5) We take care of all the paperwork so you can focus on getting the best from your new apprentice and for your business.

TRAINING

At Creative Process Digital, our AI Digital Marketing apprenticeship doesn't just teach marketing, it equips apprentices with the practical digital skills needed to thrive in today's fast-moving workplace, including the responsible and effective use of artificial intelligence. AI is embedded thoughtfully across the programme to support key modern marketing tasks, from audience research and campaign planning to content creation, campaign implementation and performance analysis.

Skills and knowledge your apprentice will master as part of the programme:

Marketing Strategies: Developing and executing effective marketing strategies to promote products and services, while leveraging AI to generate, test and evaluate campaign approaches, enabling more informed decision-making, optimised performance, and strategic planning.

Audience Segmentation: Understanding how to identify and target specific audience segments through various marketing channels.

Content Creation: Crafting compelling, platform-specific content that captures audience attention. Producing and refining digital drafts to ensure the right tone, accessibility, brand alignment and compliance.

Analytics and Insights: Utilising analytics tools and AI to measure and analyse marketing campaign performance, extracting meaningful insights for optimisation.

Digital Marketing Channels: Becoming proficient in utilising various AI powered digital channels, such as social media, email marketing & advertising.

Brand Management: Learning to maintain and enhance brand identity across different marketing channels.

In addition to developing technical understanding and expertise in multi-channel marketing, the apprenticeship programme puts a strong focus on the employees ability to demonstrate the core professional skills, attitudes and essential behaviours that are highly valued in the work place. These can be split into four broad categories:

-  • Logic, problem solving and analysis
-  • Initiative, autonomy and responsibility
-  • Organisation, professionalism, and productivity
-  • Communication, collaboration and adaptability

Professional recognition:

This apprenticeship is recognised for entry on to the Register of IT Technicians and those completing their apprenticeship are eligible to apply for registration. Completion of the apprenticeship would also allow access to join as an Affiliate (Professional) member of the CIM (Chartered Institute of Marketing) and/or Associate membership of BCS (The Chartered Institute for IT).

EMPLOYER TESTIMONIALS



Warner Brothers

'We've just hired a production apprentice - the recruitment support has been absolutely amazing - the process was the least painful recruitment drive I have participated in for a while!' Jackie Davis, Head of Talent. Warner Bros (formerly Ricochet, Brighton).



WARNER BROS.

Gene

'Recruitment is one of the biggest challenges our industry is facing. The industry moves very quickly, and a lot of new ideas come from young people. We wanted to train those young people in keeping with our company values and philosophy. Our Creative Process apprenticeships have been a great return on investment' Matt Parkinson, CEO, Gene (Brighton Web Developer Agency).



iCrossing

'iCrossing, our City, the region and the wider creative industry rely on young, motivated, digitally savvy people wanting to do great things, make a difference and change the world. Technology is touching and changing the way we do business, entertain ourselves, communicate and more and I expect to see the innovators of tomorrow emerge from the Digital Apprenticeship scheme today and iCrossing are happy to support it and extend our best wishes to the team behind it' Paul Doleman, CEO, iCrossing.



REGISTER

Register to join our industry led programme or get in touch if you any other questions

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