**Appendix A**

**WORK PROCESS SCHEDULE**

**AND**

**RELATED INSTRUCTION OUTLINE**

**Appendix A**

**WORK PROCESS SCHEDULE**

**Digital Marketer**

**O\*NET-SOC CODE: 13-1161.01**  **RAPIDS CODE: 2077CB**

This schedule is attached to and a part of these Standards for the above identified occupation.

# APPRENTICESHIP APPROACH

Competency-Based

# TERM OF APPRENTICESHIP

Apprentices will receive training in the work experience as listed below. The following are the work processes the apprentice will learn and be able to perform on-the-job.  The term of the occupation is based on the apprentice’s completion of 400 hours of Related Instruction and demonstration of the mastery of the competencies as specified and estimated to complete in approximately 1 years.

# RATIO OF APPRENTICES TO JOURNEYWORKERS

The apprentice to journeyworker ratio is: 1 Apprentice(s) to 1 Journeyworker(s).

# APPRENTICE WAGE SCHEDULE

Apprentices shall be paid a progressively increasing schedule of wages based on either a percentage or a dollar amount of the current hourly journeyworker wage rate, which is:
 $31.00.

Name: **Digital Marketer**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Period** | **% of Journeyworker wage** | **No. of Competencies** | **Wage (Hourly)** | **Description** |
|  |
| 1st | 54.84% | 9 | $17.00 |  |
|  |
| 2nd | 74.19% | 18 | $23.00 |  |
|  |
| End Wage | 100% | 27 | $31.00 |  |
|  |

# PROBATIONARY PERIOD

Every applicant selected for apprenticeship will serve a probationary period of 160 hours .

# SELECTION PROCEDURES

**SECTION I – APPLICATION PROCEDURES**

* Applicants will be accepted for open apprentice roles based on business conditions. Every person requesting an application will have one made available. Applications are available upon request.
* All applications will be identical in form and requirements.
* Receipt of the properly completed application form will constitute receipt of a completed application.
* Completed applications will be checked for minimum qualifications. No further processing of applicants will occur if deficient in one or more qualifications or requirements or if false statements are made on their applications.
* Applicants meeting the minimum qualifications and submitting the required documents will be notified where and when to appear for an interview.

**SECTION II – SELECTION PROCEDURES**

* The sponsor has adopted the following selection procedures, consistent with the requirements set forth in 29 CFR § 30.10(b):
* The Sponsor will schedule interviews based upon hiring needs. All applicants who have met the minimum qualifications and have submitted the required documents must be notified of the date, time, and place to appear.
* Prior to the interview, each applicant will be required to review the Apprenticeship Standards and will be provided information about the program. If the applicant has any additional questions on the qualifications of needs additional information, it will be provided by the sponsor.
* The interviewer(s) will rate each applicant during the interview utilizing standardized questions taking into account the information on the application and required documents. The questions and responses will be maintained on file.
* After completing the interview and evaluation of the applicants, hiring manager will make a selection based on a best-fit assessment for the job opening.
* As openings for the registration of new apprentices occur, the highest ranked applicant will be notified of selection by telephone or email. It will be the responsibility of the applicant to keep the Sponsor informed of their current mailing address and telephone number.
* Selected applicants must respond to the notice of selection within 72 hours of notice.

**Appendix A**

**WORK PROCESS SCHEDULE**

**Digital Marketer**

**O\*NET-SOC CODE: 13-1161.01**  **RAPIDS CODE: 2077CB**

|  |
| --- |
| Digital Marketer |
| Job Description: Employ search marketing tactics to increase visibility and engagement with content, products, or services in Internet-enabled devices or interfaces. Examine search query behaviors on general or specialty search engines or other Internet-based content. Analyze research, data, or technology to understand user intent and measure outcomes for ongoing optimization. |
| RAPIDS Code: 2077CB | **O\*NET-SOC Code: 13-1161.01** |
| Estimated Program Length: One year / 27 competencies |
| Apprenticeship Type: |
| ☒ Competency-Based  | ☐ Time-Based  | ☐ Hybrid |

On-the-Job Learning Outline

|  |  |  |  |
| --- | --- | --- | --- |
| Competency Check List | Demonstrates Fundamentals | Proficient in Task | Completion Date/Initials |
|  A. Implement advertising or marketing initiatives* Communicate and collaborate with Webmasters, bloggers, or online editors to strategically place hyperlinks.
* Create content strategies for digital media.
* Participate in the development of online marketing strategy.
* Participate in the implementation of online marketing strategy
* Execute or manage banner, video, or other non-text link ad campaigns.
* Execute and manage communications with digital journalists or bloggers.
 |  |  |  |
| B. Implement advertising or marketing initiatives* Assist in setting up or optimizing analytics tools for tracking visitors' behaviors.
 |  |  |  |
| C. Analyze website or related online data to track trends or usage* Combine secondary data sources with keyword research to more accurately profile and satisfy user intent.
 |  |  |  |
| D. Develop performance metrics or standards related to information technology.* Identify appropriate Key Performance Indicators (KPIs) and report key metrics from digital campaigns.
 |  |  |  |
| E. Coordinate resource procurement activities.* Coordinate sales or other promotional strategies with merchandising, operations, or inventory control staff to ensure product catalogs are current, accurate, and organized for best findability against user intent.
* Assist in the evaluation or negotiation of contracts wit

vendors or online partners. |  |  |  |
| F. Collaborate with others to develop or implement marketing strategies.* Define product requirements, based on market research analysis, in collaboration with user interface design and engineering staff.
 |  |  |  |
| G. Design websites or web applications.* Coordinate with developers to optimize Web site architecture, server configuration, or page construction for search engine consumption and optimal visibility.
* Improve search-related activities through ongoing analysis, experimentation, or optimization tests, using A/B or multivariate methods.
 |  |  |  |
| H. Collaborate with others to develop or implement marketing strategies* Collaborate with Web, multimedia, or art design staffs to create multimedia Web sites or other internet content that conforms to brand and company visual format.
 |  |  |  |
| I. Implement advertising or marketing initiatives* Execute social media campaigns to inform search marketing tactics.
 |  |  |  |
| J. Prepare graphics or other visual representations of information* Prepare electronic commerce designs or prototypes, such as storyboards, mock-ups, or other content, using graphics design software
 |  |  |  |
| K. Develop computer or information security policies or procedures* Assist in the development of online transaction or security policies
 |  |  |  |
| L. Develop guidelines for system implementation* Identify methods for interfacing Web application technologies with enterprise resource planning or other system software
 |  |  |  |
| M. Analyze market or customer related data* Conduct market research analysis to identify personas, their goals and needs. Compare them to competitors' target audience
 |  |  |  |
| N. Recommend changes to improve computer or information systems* Evaluate new emerging media or technologies and make recommendations for their application within Internet marketing
 |  |  |  |
| O. Collaborate with others to develop or implement marketing strategies* Propose online or multiple-sales-channel campaigns to marketing executives.
 |  |  |  |
| P. Maintain the inventory of equipment.* Evaluate software for implementing online marketing campaigns.
 |  |  |  |
| Q. Collaborate with others to develop or implement marketing strategies* Manage tracking and reporting of search-related activities and provide analyses to marketing executives.
 |  |  |  |
| R. Design websites or web applications* Optimize digital assets (such as text, graphics, or multimedia assets) and website exposure for search engine optimization (SEO)
 |  |  |  |
| S. Implement advertising or marketing initiatives* Purchase or negotiate placement of listings in local search engines, directories, or digital mapping technologies.
 |  |  |  |
| T. Implement advertising or marketing initiatives* Conduct online marketing initiatives, such as paid ad placement, affiliate programs, sponsorship programs, email promotions, or viral marketing campaigns on social media Web sites.
 |  |  |  |
| U. Analyze website or related online data to track trends or usage* Analyze Web metrics, such as visits, time on site, page views per visit, transaction volume and revenue, traffic mix, click-through rates, conversion rates, cost per acquisition, or cost per click.
 |  |  |  |
| V. Design websites or web applications* Optimize shopping cart experience, Web site conversion rates or conversion rate optimization against Key Performance Indicators (KPIs).
 |  |  |  |
| W. Develop specifications or procedures for website development or maintenance* Develop commercial or technical specifications, such as usability, pricing, checkout, or data security.
 |  |  |  |
| X. Design computer modeling or simulation programs* Conduct financial modeling for online marketing programs or Web site revenue forecasting.
 |  |  |  |
| Y. Update knowledge about emerging industry or technology trends* Keep abreast of government regulations and emerging Web technology to ensure regulatory compliance by reviewing current literature, talking with colleagues, participating in educational programs, attending meetings or workshops, or participating in professional organizations or conferences.
 |  |  |  |
| Z. Provide customer service to clients or users* Implement online customer service processes to ensure positive and consistent user experiences.
* Resolve product availability problems in collaboration with customer service staff.
 |  |  |  |
| AA. Write computer programming code* Develop transactional Web applications, using Web programming software and knowledge of programming languages, such as hypertext markup language (HTML) and extensible markup language (XML).
 |  |  |  |

**Appendix A**

**RELATED INSTRUCTION**

**Digital Marketer**

**O\*NET-SOC CODE: 13-1161.01**  **RAPIDS CODE: 2077CB**

|  |
| --- |
| **Digital Marketer RTI** |
| **Name** | **Type** | **Hours** |
| **Dive into Your Digital Marketer Apprenticeship** | **Online project** | **20** |
| Soft-skills course: Develop your soft skills | Online course | Incl. in project |
| **Create a Campaign to Advertise a New Fragrance for a Luxury Brand** | **Online project** | **80** |
| Course: Launch an advertising campaign | Online course | Incl. in project |
| Course: Launch an advertising campaign with Facebook Ads | Online course | Incl. in project |
| Soft-skill course: Improve your presentation skills | Online course | Incl. in project |
| **Improve and Prepare the Launch of the Design of a SaaS Invoicing App** | **Online project** | **60** |
| Course: Create Simple Prototypes With Wireframes | Online course | Incl. in project |
| Course: Manage creative projects  | Online course | Incl. in project |
| Soft-skill course: Work effectively in a team | Online course | Incl. in project |
| **Help Ocean Heaven Build Their Social Media Strategy** | **Online project** | **60** |
| Course: Develop a Social Media Strategy | Online course | Incl. in project |
| Course: E-reputation and brand influence | Online course | Incl. in project |
| Soft-skills course: Develop your critical thinking | Online course | Incl. in project |
| **Identify Target Customer Groups for Your Company** | **Online project** | **60** |
| Course: Conduct Design and User Research | Online course | Incl. in project |
| Course: Do Product Research | Online course | Incl. in project |
| **Audit a Website to Optimize Their SEO** | **Online project** | **60** |
| Course: Drive Traffic to Your Website With Search Engine Optimization (SEO) | Online course | Incl. in project |
| Course: Think Like an Editor | Online course | Incl. in project |
| **Capture New Prospects and Maximize Their Lifetime Value on Your Company's Website** | **Online project** | **60** |
| Course: Scale up your Business With Growth Hacking | Online course | Incl. in project |
| Course: Manage Your Customer Relationships With CRM | Online course | Incl. in project |
| Soft-skill course: Stay Up to Date With Innovations in Your Field | Online course | Incl. in project |
| Weekly online, synchronous mentorship with a domain expert from OpenClassrooms | Mentorship | Incl. in projects |
| Total Training Hours |  | 400 hours |