

Note: Traineeships are delivered by the Education and Training Boards (ETBs). The decision by an ETB to deliver a traineeship is determined based on the needs identified in collaboration with industry/employers in the sector and local requirements.

Therefore, not all ETBs will offer every traineeship; likewise, elements of a traineeship such as the content, award, duration etc may vary based on the needs identified.

The information below is a sample only; it gives an idea of what this traineeship involves but may not be replicated exactly across ETBs offering this traineeship.

SAMPLE DESCRIPTOR

Digital Sales and Marketing Traineeship

The aim of this programme is to enable new learners acquire the key skills required to work in the rapidly expanding Digital Marketing sector. This programme was developed in tandem with key industry experts and employers to meet these challenges and support those already working in the industry to update their existing knowledge and skills. To be considered for this course clients should have a minimum of Leaving Certificate with strong computer skills or alternatively relevant industry experience. Work experience is included to further develop skills and competences. Clients are required to undergo an Interview for consideration for this course.

Typical Certification:	City and Guilds Level 3 Diploma in Digital Marketing
Typical Content:	<ul style="list-style-type: none"> Analyse and Report Data Brand Development Content Management System Website Creation Online Display Advertising Principles of Keywords and Optimisation Principles of Marketing & Evaluation Principles of Marketing Stakeholder Relationships Principles of Social Media Advertising & Promotion Principles of Social Media within a Business Search Engine Marketing Spreadsheet Software Understanding Enterprise Understand Legal, Regulatory & Ethical Requirements in Sales & Marketing Understanding the Business Environment Using Collaborative Technologies Video Software
Typical Duration:	<p>48 weeks</p> <p>All Traineeships have a minimum of 30% on-the-job learning.</p>
Further information	<p>Details of traineeship programmes currently open for registration are available on www.fetchcourses.ie</p> <p>Further information on traineeship programmes may also be obtained from your local Education and Training Board (ETB) www.etbi.ie/etbs/directory-of-etbs/</p>



Some traineeship programmes may not be open for registration at a particular time.