
Legal Marketing Professional Apprenticeship

High Quality Multi-Channel Marketing
Apprenticeship Tailored For Law Firms.

Created by
DataLaw



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Trusted Provider

92% of businesses see improved workforce satisfaction through apprenticeships.

100% pass rate on the new paralegal apprenticeship standards with all learners getting distinctions.



Department
for Education



Overview

Datalaw's Legal Marketing Professional Apprenticeship (Level 3) is designed to equip aspiring professionals with the skills and experience needed to excel in legal marketing. Whether you're starting your journey in the legal sector or transitioning into this field, this government-funded programme provides the perfect foundation for success.

Gain expertise in critical marketing areas, including social media, SEO, email marketing, and paid advertising, all tailored to the legal industry. Through hands-on training and working on real-world campaigns, you'll develop practical skills to create and execute impactful marketing strategies under the guidance of industry experts.

- ✓ Gain practical skills to thrive in a marketing team
- ✓ Training from top digital marketing professionals
- ✓ Coursework alongside real-world experience
- ✓ Earn a Level 3 Digital Marketing qualification

Who is this for?

Aspiring marketers seeking to build foundational skills.

Duration

13-15 months

Entry requirements

GCSE maths and English grade C/4 or above (or equivalent). Full time employment and on company pay-roll.

Qualification Level

Level 3 Multi Channel Marketer

Format

Group & 1-2-1 Sessions via Zoom

Cost

Your firm will pay a 5% contribution of £550+VAT if the qualification is co-funded. The full cost of this qualification is £11,000

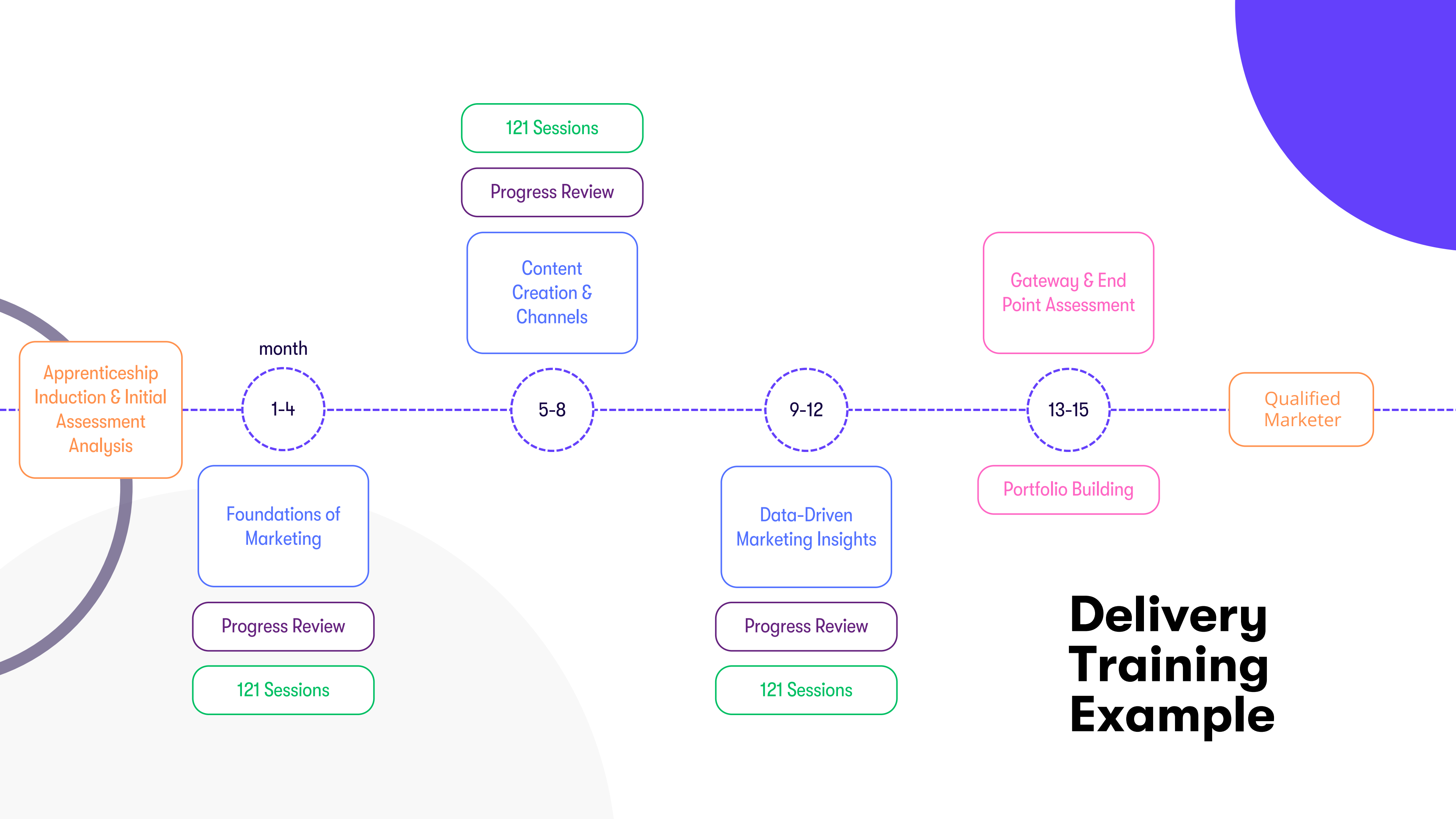
Modules

Enhance your expertise and build a strong foundation in the marketing industry with this comprehensive 15-month digital marketing apprenticeship. Tailored to support key areas of professional growth, this programme provides in-depth training and hands-on experience in essential marketing skills, preparing you for success in a dynamic and competitive field.

Please note that the curriculum is regularly reviewed and may be updated to reflect the latest advancements in the field.

- ✓ 13-15 month duration
- ✓ 3 months for End Point Assessment (EPA)
- ✓ Level 3 Multi-Channel Marketing qualification upon completion

Modules	Description
Module 1: Foundations of Marketing	<ul style="list-style-type: none">• Learn key marketing principles for professional services.• See how marketing builds reputation and client trust.• Explore client decision factors and analyse market trends.• Apply the marketing mix to enhance communication and service.
Module 2: Content Creation & Channels	<ul style="list-style-type: none">• Create impactful content like blogs and case studies for professional services.• Use channels like directories and social media to boost engagement.• Align content with goals for effective audience communication.
Module 3: Data-Driven Marketing Insights	<ul style="list-style-type: none">• Master marketing research and analysis to excel in competitive industries.• Use research methods to identify trends, track market changes, and understand client needs.• Explore ethical and cultural factors influencing consumer behaviour.• Adapt strategies to maximise impact and effectiveness.



Apprenticeship
Induction & Initial
Assessment
Analysis

month
1-4

Foundations of
Marketing

Progress Review

121 Sessions

121 Sessions

Progress Review

Content
Creation &
Channels

5-8

9-12

Data-Driven
Marketing Insights

Progress Review

121 Sessions

Gateway & End
Point Assessment

13-15

Portfolio Building

Qualified
Marketer

Delivery
Training
Example

Employer Benefits

The Legal Marketing Professional Apprenticeship offers a cost-effective way to train your new and existing employees, tailored to your business needs, with minimal disruption and immediate value through advanced qualifications and specialised expertise.



Affordable

Affordable training costs (5% contribution of £550+VAT).



Develop Loyal Talent

Train staff to your standards & increase employee retention.



Immediate Impact

Apprentices can apply learning to real projects from day one.



Business Growth

Tailor learning to align with specific business needs.



Qualifications

Provided employees with advanced qualifications.



Flexibility

Minimal disruption to work with 1-2-1 training sessions via Zoom.

Learner Benefits

The Legal Marketing Professional Apprenticeship offers a cost-effective way to gain advanced qualifications and practical experience, developing specialised skills tailored to marketing while advancing your career.



Career Growth

Earn industry recognised qualifications in marketing.



Earn While Learning

Gain a salary whilst training with no training costs included.



Supported Learning

Dedicated tutor support and regular progress reviews.



Portfolio

Build a portfolio of your new skills and real projects.



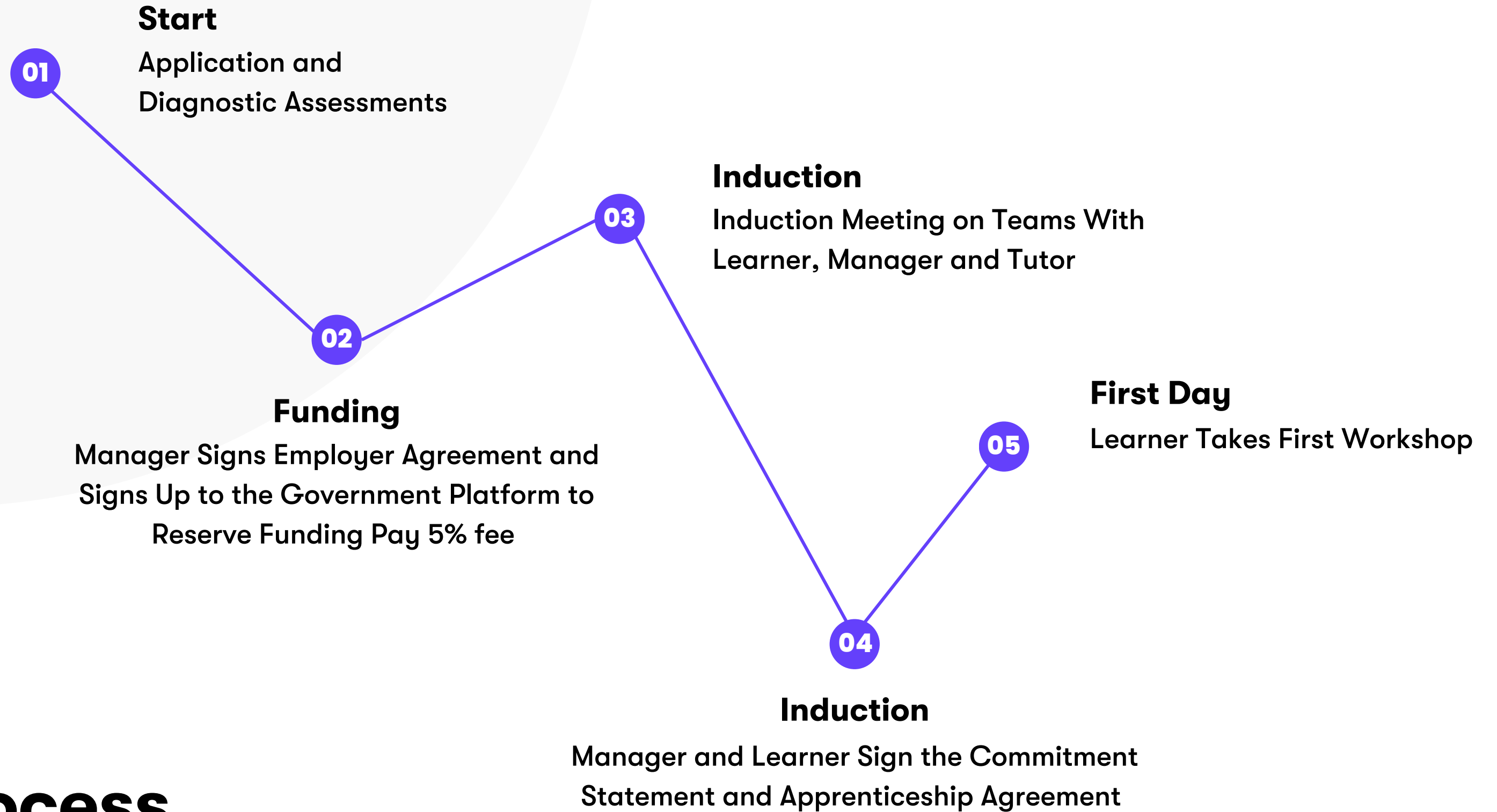
No Cost

Avoid university fees and student debt while earning a salary.



Industry Skills

Gain essential marketing skills to help in your marketing role.



Sign Up Process

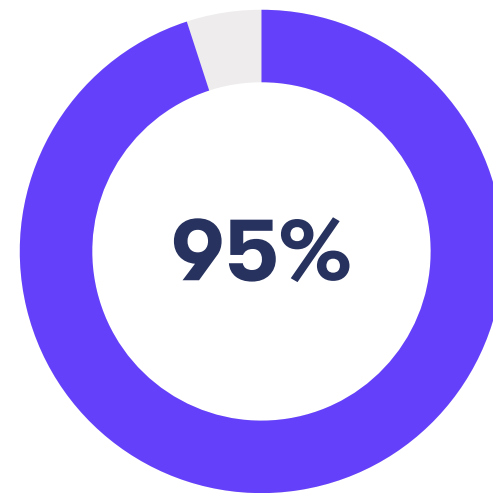
The sign-up process is simple: apply, secure funding, attend an induction meeting, sign the agreements, and start with your first workshop.

Government Funding

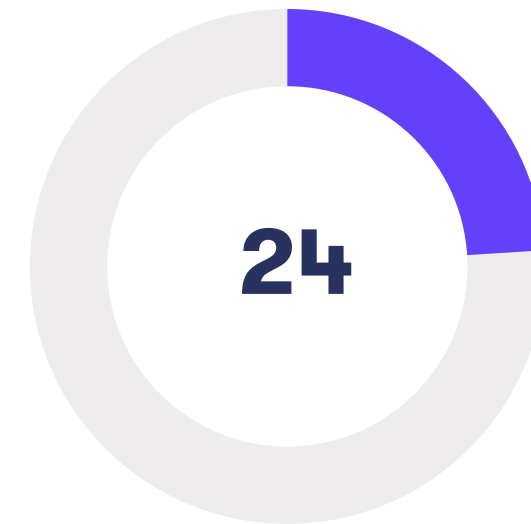
Discover the range of apprenticeship funding opportunities, designed to support apprenticeships and training programmes tailored to your career development needs.



You can claim this government funding amount if you are a non-levy paying company with employees aged between 16-21.



If you are a Non Levy paying employer you will receive this funding amount from the government. You will then pay 5% of the full cost.



If you're a Levy paying employer with a wage bill over £3 million each year you have 24 months to utilise the funds before they expire

Why Choose Datalaw?

Our programmes are designed to provide flexibility while offering funded training through the Department for Education. Benefit from expert mentorship, hands-on experience with real-world projects, and a supportive network of fellow apprentices to help you succeed.

Our experience with Datalaw has been transformational for our first apprentice. I would unhesitatingly recommend Datalaw for those who want to advance their home grown talented team members."



Andrew Horwich – Senior Partner

Madi is doing so well and I am very proud of her achievements to date. Thank you to Alex and Datalaw for all the encouragement and training that you have given to Madi in her apprenticeship."



Anna O'Mara – Partner

We are very proud of how far Danni has come with her course. We think this has aided her confidence and developed her skills. It was great to hear about Danni's progress and I look forward to our review meetings."



Robyn Murphy – Manager

My apprenticeship includes very informative content and sessions which has provided me greater confidence in the legal world. I am happy with the availability and supportiveness of tutors."



Heena Vekaria – Learner

Contact Us



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Register Interest Form

www.pages.datalawonline.co.uk/register-interest-form/

