



NEVADA LABOR COMMISSIONER
NEVADA STATE APPRENTICESHIP COUNCIL
2021 Non-Joint Standards of Apprenticeship

Appendix A

WORK PROCESS SCHEDULES AND RELATED INSTRUCTION OUTLINE

Nevada Help Desk

Digital Marketer

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

**APPROVED BY
THE NEVADA LABOR COMMISSIONER AND THE NEVADA STATE APPRENTICESHIP COUNCIL**

Richard J. Williams, Nevada State Apprenticeship Director

REGISTRATION DATE:

RAPIDS PROGRAM ID NUMBER:

**DEVELOPED IN COOPERATION WITH THE
THE NEVADA LABOR COMMISSIONER, THE NEVADA STATE APPRENTICESHIP COUNCIL AND
THE U.S. DEPARTMENT OF LABOR**

Appendix A

WORK PROCESS SCHEDULE

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

1. TYPE OF OCCUPATION

☒ Competency-based

2. TERM OF APPRENTICESHIP

The term of the occupation shall be defined by the attainment of all competencies of the position, which would be expected to occur within approximately 2,000 hours (must be at least 2,000 hours) of OJL, supplemented by the minimum of 180 hours of related instruction per year of the apprenticeship.

3. RATIO OF APPRENTICES TO JOURNEYWORKERS

The apprentice to journey worker/fully trained worker ratio is: 1 apprentice to 1 journey worker/fully trained worker.

4. APPRENTICE WAGE SCHEDULE

An apprentice minimum starting wage will be at least \$17.50 per hour. Apprentices shall be paid a progressively increasing schedule of wages based on either a percentage or a dollar amount of the current hourly journey worker/fully trained worker wage.

1-Year Term Example:

1st 6 months = \$17.50

2nd 6 months = \$18.50

A journey worker/fully trained worker minimum wage will be at least \$20.50

Periodic review and evaluation of the apprentice's on-the-job learning and related technical instruction will be conducted in alignment with the wage schedule established.

5. WORK PROCESS SCHEDULE (See attached Work Process Schedule)

The sponsor may modify the work processes to meet local needs prior to submitting these Standards to the appropriate Registration Agency for approval.

6. RELATED INSTRUCTION OUTLINE (See attached Related Instruction Outline)

The sponsor may modify the related instruction to meet local needs prior to submitting these Standards to the appropriate Registration Agency for approval.

Appendix A

Apprenticeship Competencies – Technical

The following is the rating system that will be used to determine competency:

Rating System	Description	Points
Exceeds All Expectations	Consistently exceeds performance standard established for the time in position. Achieves results above and beyond what is required. Extends themselves in their roles to exceed personally and as a team to achieve exceptional results.	5
Meets & Exceeds Some Expectations	Apprentice not only meets all expectations in a fully satisfactory way but exceeds some of the objectives.	4
Meets Expectations	Consistently meets the performance standards established for time in position. Handles routine tasks & some unexpected situation with the usual amount of supervision. Can continue to develop with coaching, advanced training or more experience	3
Meets Some Expectations	Apprentice occasionally meets some of the objectives related to this goal but does not meet others in a fully satisfactory way. This performance level generally indicates the need for additional coaching, training or other plan for performance improvements.	2
Does Not Meet / Meets Some Expectations	Does not consistently meet performance standards established for time in position. Requires basic training, coaching or experience to improve performance and become consistent. Additional follow-up will be necessary.	1
Does Not Meet Expectations	Clearly and repeatedly does not meet the performance standards established for time in position. Additional follow-up and specific suggestions for improvement mandatory.	0

The probationary period includes both on-the-job training and related instruction and will not exceed 500 hours.

Related Instruction Outline

JOB FUNCTION 1	Design a Digital Marketing Campaign		
Work Processes	Rating	Validated by Initials	Date
Gathers information on key characteristics of a buyer persona and buyer journey, in accordance with the buyer's preferences and needs.			
Gathers information, assess a digital advertising budget for online lead generation that increases online traffic.			
Creates marketing content for blogs, ads to increase online traffic with the targeted buyer persona.			
Identifies and selects effective marketing objectives to include milestones, deliverables, and resources for a campaign that generates and nurtures leads in the marketing funnel.			
Creates content targeting the buyer persona to launch effective emails to increase the Click Through Rate (CTR).			
Builds email workflows and increases productivity, using marketing automation tools effectively.			
Builds a storyboard that captures buyer persona preferences and needs for a product and or service.			
Develops a video platform, distributes the video, and reviews post production to increase online traffic.			
JOB FUNCTION 2	Digital Analytics: Analyze, measure, monitor, and assess digital marketing campaigns.		
Work Processes	Rating	Validated by Initials	Date
Demonstrates ability to determine and track the conversion of online leads, nurturing a marketing funnel.			
Accurately tracks and assesses the performance of leads with google analytic reporting.			
Builds a social media and google analytics benchmark report, tracking results of a marketing campaign and or social post.			

2021 Non-Joint Standards of Apprenticeship

Creates data visualization charts and dashboards summarizing conversion and tracking data.			
Gathers, assesses, and interprets data from leads to communicate a story with the data, improving the attraction and conversion of leads.			
JOB FUNCTION 3	Assess, plan and prepare social media campaigns on various social media platforms		
Work Processes	Rating	Validated by Initials	Date
Create a buyer persona & editorial calendar - set goals and priorities for social media			
Measures Return On Investment (ROI) by assessing campaign goals and metrics.			
Sets up social media platforms to launch social media posts attracting and converting leads in a campaign.			
Obtain a Google Analytics certification			
Target specific audience to market content offers			
JOB FUNCTION 4	Utilize marketing automation technology for lead generation		
Work Processes	Rating	Validated by Initials	Date
Uses the Pardot/HubSpot marketing automation tool to generate leads.			
Builds and customizes a sales funnel with a customer relationship management system.			
Segments lead lists based on the buyer persona within a Customer Relationship System (CRM).			
JOB FUNCTION 5	Administer effective Digital Advertising to maximize ad spend		
Work Processes	Rating	Validated by Initials	Date
Builds and deploys a Google AdWords campaign.			
Sets up a remarketing strategy effectively targeting a buyer persona.			
Sets up Google Tag Manager to monitor traffic and website performance.			
Creates compelling ad copy to capture traffic and leads.			
Creates a display ad that targets a buyer persona to a website.			

2021 Non-Joint Standards of Apprenticeship

Monitors and assesses an ad spend budget.			
Builds a landing page-using split testing (A/B testing).			
Builds a Conversion Rate Optimization (CRO) plan that includes A/B testing.			
JOB FUNCTION 6	Develop a Website using Hyper Text Markup Language (HTML), Cascading Style Sheets (CSS) and JavaScript (JS) skills		
Work Processes	Rating	Validated by Initials	Date
Builds coding in WordPress, HTML, CSS, and JavaScript to add content, graphics editing or adding a webpage.			
Creates a personal website using a web platform.			
Develops a User Experience Interaction (UXI) on a website improving the ease of a buyer persona and or customer to access a product or service.			
Conducts a customer journey mapping of their interaction with a product or service on a website.			
Produces a budget and deploys a web development plan with vendors and or a development team.			
JOB FUNCTION 7	Build effective Search Engine Optimization (SEO) for search engine ranking or Search Engine Results Page (SERP)		
Work Processes	Rating	Validated by Initials	Date
Creates an SEO Audit on a website using an SEO Audit industry checklist.			
Builds keyword research with targeted keywords that attract buyer persona, customer preferences, and needs.			
Builds effective meta tags with keywords that rank for Search Engine Ranking Performance (SERP).			
Creates an off- and on-page SEO plan to capture Search Engine Ranking Performance (SERP) using customer preferences and needs.			
Builds an effective link building strategy to capture search engine ranking performance attracting buyer persona, customer preferences, and needs.			
Sets up local SEO plans that incorporate			

2021 Non-Joint Standards of Apprenticeship

technology tools to build the local digital footprint for online reviews.			
JOB FUNCTION 8	Build portfolios that demonstrate digital marketing competency in marketing automation design i.e., Hubspot, content, ecommerce, mobile marketing, Customer Relationship Management (CRM) automation, Google Shopping, AdWords Scripts, Adobe Creative Suite		
Work Processes	Rating	Validated by Initials	Date
Creates a portfolio of templates within HubSpot's marketing automation tool.			
Build a portfolio of marketing content generating brand awareness to attract buyer personas, and customers.			
Design and establish an ecommerce platform site with products to be sold online.			
Review Salesforce or similar CRM to developing lead scoring.			
Builds a mobile marketing strategy to allow users to sign up to mobile list via text message using a keyword on a short code.			
Create a Google campaign to promote online and local inventory, to boost traffic to a website or local store, and find qualified leads.			
Develop an AdWords Scripts to improve an AdWords account using JavaScript code. Scripts will automate tasks or interact with external data.			
Obtain a Facebook Blueprint Certification			

The above on-the-job-learning (OJL) work process competencies are intended as a guide. It need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes, which are a part of the industry. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

Apprenticeship Competencies – Behavioral & Safety

In addition to mastering all of the essential technical competencies, an apprentice must consistently demonstrate at an acceptable level the following behavioral competencies, in order to complete the apprenticeship.

Item #	Behavioral Competencies
1.	Participation in team discussions/meetings
2.	Focus in team discussions/meetings
3.	Focus during independent work
4.	Openness to new ideas and change
5.	Ability to deal with ambiguity by exploring, asking questions, etc.
6.	Knows when to ask for help
7.	Able to demonstrate effective group presentation skills
8.	Able to demonstrate effective one-on-one communication skills
9.	Maintains an acceptable attendance record
10.	Reports to work on time
11.	Completes assigned tasks on time
12.	Uses appropriate language
13.	Demonstrates respect for patients, co-workers and supervisors
14.	Demonstrates trust, honesty and integrity
15.	Requests and performs work assignments without prompting
16.	Appropriately cares for personal dress, grooming and hygiene
17.	Maintains a positive attitude
18.	Cooperates with and assists co-workers
19.	Follows instructions/directions
20.	Able to work under supervision
21.	Able to accept constructive feedback and criticism
22.	Able to follow safety rules
23.	Able to take care of equipment and workplace
24.	Able to keep work area neat and clean
25.	Able to meet supervisor's work standards
26.	Able to not let personal life interfere with work
27.	Adheres to work policies/rules/regulations

RELATED INSTRUCTION OUTLINE

The related instruction has been developed in cooperation with employer-partners as part of the apprenticeship. Method of Delivery: in-house training, classroom, and/or online.

Source of Instruction: any combination of community college, private industry training provider, sponsoring employer, or computer-based training.

Note: These are National Guideline Standards. Course titles and classes may differ slightly depending upon the RTI provider. The following is a set of courses to be delivered by subject matter experts.

Related Technical Instruction (RTI) - This instruction shall include, but not be limited to, at least 180 hours per year for each year of the apprenticeship. The related theoretical education listed below is tightly integrated with real work experiences. The curriculum is defined as a variety of classes, around which the exams and projects are based. By defining the RTI this way, all competencies required of the students are met, through project work.

**PROGRESSION LEVELS FOR APPRENTICESHIP INCREASE RATES IN PAY EVERY 6 MONTHS
FOR THE FIRST YEAR OF APPRENTICESHIP.**

LEVEL 1 INCREASE QUALIFICATION:

When the competency level is achieved at a minimum total score of 3.0 in *EACH* of the job function levels for 1-4, then the Apprentice qualifies for the 1st pay increase as defined in Form 5910.

LEVEL 2 INCREASE QUALIFICATION:

Once the competency level is achievement at a minimum total score rating of 3.0 in each of the job function levels 5-8, then the Apprentice qualifies for the 2nd pay increase as defined in Form 5910 for the 2nd pay increase.

RELATED INSTRUCTION OUTLINE
DIGITAL MARKETER
O*NET-SOC CODE: 13-1161.01 RAPIDS CODE: 2077CB

Course Topic	Subjects	Approximate Hours
A	Introduction to Digital Inbound Marketing, HubSpot Marketing Software	4
B	Project Management, Buyer Personas, Integrated MarTech Ecosystem	12
C	Conversion Tracking, Analytics Reporting, Google Tag Manager, Regular Expressions, Page Optimization	8
D	Blogging, Copywriting, Lead Generation, Sales Enablement, Landing Pages, SEO, Video Marketing, call-to-action (CTA), Email, Interactive Content, Content Calendar	20
E	Paid Social Advertising, Metrics and ROI Measurement Tools, Editorial Calendar, Content Creation	4
F	Budgeting, Planning, Local Strategy, Mobile Strategy, Strategic Marketing Planning	8
G	Automation Tools, Pardot Software, Customized Sales Funnel, CRMs	16
H	Run Google AdWords campaign, Remarketing Strategy, Ad Copy, CRO	16
I	WordPress, Basics of HTML, CSS, Javascript (JS), Responsive Web Design, Content and Information Layout, Design Thinking, User Experience, Design Principles, User Testing and Research, Create Personal Website	32
J	Database Technologies, Tableau, Data Science Solutions	28
K	Advanced Excel Analysis of Marketing Data, Structured Query Language (SQL)	12
L	Example Electives: Hub Spot Design, Copywriting, ecommerce, Salesforce, Mobile Marketing, Google Shopping, AdWords Scripts, Adobe Creative Suite	20
	Total	180

2021 Non-Joint Standards of Apprenticeship

In addition, and to meet the recommended minimum 180 hours/year, Employers may select from the following modules as needed:

1. Teamwork and Collaboration	8
2. Communication	10
3. Problem Solving	5
4. Critical Thinking	3
5. Conflict Management	3
6. Time Management	5
7. Customer Service	3
<hr/>	
TOTAL: 37	

COURSE TOPIC DESCRIPTIONS

The courses below correspond to the Related Instruction Outline above and describes below the description of each course topic.

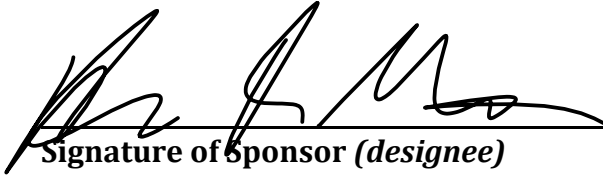
- A. Easily create, deploy and manage online marketing campaigns with Pardot. Learn more. Understand each step of your campaign, capturing true marketing ROI
Digital Inbound Marketing represents the process of reaching and converting qualified consumers by creating and pursuing organic tactics in online settings. The most prominent elements of digital inbound marketing are interactivity and engagement.
- B. This course will cover how to gathers information on key characteristics of a buyer persona and buyer journey, in accordance with the buyer's preferences and needs.
- C. This course will cover how to track the conversion of online leads, nurturing a marketing funnel.
- D. This course will cover how to creates marketing content for blogs, ads to increase online traffic with the targeted buyer persona.
- E. This course will cover how to identify and select effective marketing objectives to include milestones, deliverables, and resources for a campaign that generates and nurtures leads in the marketing funnel. Apprentices will learn how to set up social media platforms to launch social media posts attracting and converting leads in a campaign.
- F. This course will cover how to use a buyer persona to set budgeting goals and priorities for social media campaigns.
- G. This course will cover how to use the Pardot/HubSpot marketing automation tool to generate leads.
- H. This course will cover how to effectively setup Google Adwords campaign
- I. This course will cover how to create a website using a content management system – WordPress. Apprentices will also learn beginners coding to understand the basics of what's "under the hood" of a website.
- J. This course will cover how to connect and visualize any data from spreadsheets to databases to cloud services without being a programmer. How to combine multiple views of data to get richer insight. Best practices of data visualization.
- K. This course will start from basics of databases and structured query language (SQL) and teach you every thing you would need in any data science profession including Writing and executing efficient Queries, Joining multiple tables and appending and manipulating tables.

The chosen elective will allow the apprentice to use a variety of technology applications to enhance on the previous courses by integrating additional 3rd party plug-ins and applications such as e-commerce shopping carts or customer management systems.

OFFICIAL ADOPTION OF APPRENTICESHIP STANDARDS

Nevada Help Desk hereby adopts these standards of apprenticeship.

Sponsor(s) designate the appropriate person(s) to sign the standards on their behalf.



Signature of sponsor (*designee*)

Date: 10/21/21

Duana Malone, Executive Director

Type Name & Title