



Digital Marketing Kickstart Programme 2026

For new and aspiring digital marketers February 2026

Digital skills are essential to the future success of every small business. Growing your own digital marketers helps you build in-house capability, strengthen brand consistency, and improve customer engagement and retention.

Our unique programme has been developing digital talent across the Highlands. Delivered as a **Digital Marketing Apprenticeship**, employees learn the principles of modern marketing and build a portfolio of evidence to gain an **SVQ in Digital Marketing at SCQF7**.

It is aimed at staff who support or lead on digital content, social media, customer communication, analytics, or online brand presence.



Course Content

The following workshops will be by Face to Face from 10 to 3pm.

18th February Develop skills and competencies about social media channels

18th March Promote Content Through Social Media Channels, CRM Systems and Digital Platforms

22nd April Write and Create Content for Multiple Digital Platforms

20th May Manage, evaluate and report on digital marketing campaigns

17th June Create Digital Images

22nd July Choose your final optional unit agreed by the group

July to November 2026 Complete a further 2 units relevant to your role whilst developing core work skills

Course Credentials



SQA qualification to **national occupational standards**



Fully funded for all ages.

Getting Started

Call us on 01463 832173 or email info@highlandlearningacademy.co.uk Louise will provide all the information required and answer any questions.

Funding

To be eligible for funding must be employed by an employer and work in a relevant role. All ages are fully funded