Digital Jobs

Building Victoria's digital workforce

Digital Marketing, Operations and Support

Course	Description	Details	Job Outcomes
Growth Marketing Professional DDLS	This course covers all the digital marketing fundamentals including quantitative and analytical skills, technical skills, qualitative research, copywriting, storytelling, channel acquisition and program management. You will also learn about customer success, front end development and marketing automation to help them become a complete digital marketing professional. You will become proficient in digital marketing strategy, social media, Google paid search (PPC), email marketing, Google Analytics, content marketing, search engine optimisation (SEO), YouTube and display and video advertising. Receive a globally recognised Digital Marketing Institute certification.	**Study mode:** All live classes **Study load:** 110 Hours **Entry Level:** Foundational	- Junior Growth Marketer - Entry-level Digital Marketer - Junior Marketing Data Analyst
Digital Marketing Strategy and Campaigns RMIT	In this course you will develop the strategic and tactical knowledge and skills to plan and execute a successful digital marketing campaign. You will master the latest digital marketing tools including Facebook, Google Ads and Google Analytics.	**Study mode:** Mixed live and pre-recorded **Study load:** 96-120 Hours **Entry Level:** Intermediate	- Junior Digital Associate - Junior Campaigns Analyst - Digital Marketer
Brand Experience and Content Marketing RMIT	Differentiate your brand by deploying a unique brand promise that engages your audience through effective content and social media strategies. Whether you are looking to expand your existing digital marketing skill set or seek to adopt a brand-led business approach, our Brand Experience course enables you to create a brand promise that aligns with your customer experiences in your category. You will learn how to deliver that promise through every customer experience in your role or business, and how to leverage your unique and central brand idea consistently across various digital channels.	**Study mode:** Mixed live and pre-recorded **Study load:** 96-120 Hours **Entry Level:** Intermediate	- Social Media Manager - Associate Brand Manager - Content Marketer

Course	Description	Details	Roles
Digital Marketing Campaigns and Analytics RMIT	It is official, digital advertising spend in Australia is now bigger than TV, print and radio combined, according to IAB Australia. Facebook and Google continue to dominate the landscape with the ACCC estimating that 71 cents of every dollar spent on digital advertising in Australia goes to Google or Facebook. This course will provide you with a practical understanding of core digital marketing tools including Google and Facebook advertising which have now become essential for anyone looking to promote a product or brand or advance their marketing career.	**Study mode:** Mixed live and pre-recorded **Study load:** 120 Hours **Entry Level:** Intermediate	- Analyst - Digital Marketing Associate - Junior Campaigns Analyst
Digital Marketing Strategy and Analytics RMIT	With the rise of new digital platforms and an increasingly competitive and globalised business market, it's never been more important to understand audience targeting, how to grow your brand and how to optimise and measure the success of campaigns. In this program, you will gain a comprehensive understanding of digital marketing, from identifying customer behaviour and segmentation, to cracking SEO strategies and social-media campaigns. From analytics to action, learn how to make data meaningful within your role or business through our Marketing Analytics and Insights course. Gain hands-on, business-ready skills in Google Analytics, Tableau, and Adobe Analytics.	**Study mode:** Mixed live and pre-recorded **Study load:** 72-120 Hours **Entry Level:** Intermediate	- Analyst - Digital Marketing Associate - Junior Campaigns Analyst
IT Support - Level 1 VICTORIA UNIVERSITY POLYTECHNIC	In this course you will learn all aspects of working in a level 1 support desk. This will include triage enquiries and diagnostic tools that can be used in determining problems. It will give you exposure to knowledge management tools that will assist in your role. How to provide routine system administration tasks, install and configure an operating system, maintain & repair ICT equipment & software, conduct diagnostic tests, troubleshoot ICT hardware and software issues, how to effectively communicate technical information and solutions to clients. Course completion enables you to provide front-line IT support to both internal and external customers. You also receive credits toward either ICT30120 Certificate III in Information Technology or ICT40120 Certificate IV in Information Technology.	**Study mode:** All live classes **Study load:** 238 Hours **Entry Level:** Foundational	- IT Help Desk Analyst - Customer Service IT Support Analyst - Trouble Shooting Technology Roles
Cisco Certified Network Associate BENDIGO KANGAN INSTITUTE	This course is designed for anyone seeking to begin their CCNA certification. This is the first course in a 3-course series that introduces protocols and networking elements, among other skills, that are required to support the biggest companies through to the smallest retailers. This course provides foundational knowledge for support technicians involved in the basic installation, operation, and verification of routers, switches and end devices, provide access to remote and local networks and enable connectivity between remote devices. You will learn to build simple LANs, configure routers and switches, develop critical thinking and problem-solving skills.	**Study mode:** All live courses **Study load:** 108 Hours **Entry Level:** Intermediate	- Entry Level Network Engineer - Network Administrator - Network Support Technician