

Digital Marketing Training

Service Definition

1. Service overview

Digital Marketing Training is a structured training service designed to build capability and confidence within teams responsible for digital marketing activities. It supports public sector organisations that need to upskill staff in digital marketing channels, measurement and day-to-day operational delivery.

2. How the service works

The service is delivered as a series of planned training and knowledge transfer sessions aligned to agreed objectives.

Typical delivery activities include:

- Onboarding to confirm training objectives, audience and scope
- Assessment of existing team knowledge and skill levels
- Design of role-based training sessions
- Delivery of digital marketing fundamentals training
- Channel-specific training tailored to buyer needs
- Guidance on measurement, reporting and performance monitoring
- Overview of governance, compliance and good practice
- Practical exercises and scenario-based discussions
- Provision of supporting training materials
- Knowledge transfer and follow-up clarification

Training is typically delivered remotely and scheduled to suit team availability. Buyer involvement includes attendance and participation in sessions.



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3. Skills and experience

The service is delivered by practitioners with experience in digital marketing delivery, performance measurement and team enablement.

Roles typically involved include:

- Delivery or training lead
- Digital marketing specialist
- Analytics or performance specialist

The team applies established training methods suitable for public sector teams and operational contexts.

4. Relevant experience

The supplier has the ability to deliver digital marketing training and knowledge transfer for public sector and regulated organisations.

Typical examples include:

- Training programmes to improve in-house digital marketing capability
- Channel-specific training for teams managing campaigns and content
- Measurement and reporting training to support better decision-making

These engagements result in improved confidence and consistency within internal teams.

5. Onboarding and offboarding

Onboarding

The service begins with mobilisation to confirm training objectives, scope, attendees and scheduling. The buyer provides information on team roles, responsibilities and existing knowledge levels.

Offboarding

At completion, all training materials and agreed outputs are provided to the buyer. A close-out session may be held to review outcomes and confirm any follow-up actions.

6. Service constraints

The service provides training and knowledge transfer only and does not include delivery of marketing activity or ongoing support. Training effectiveness depends on attendee participation and existing skill levels. Sessions are time-boxed and delivered remotely unless otherwise agreed. Content reflects platforms, policies and tools at the time of delivery and may require updating over time.

7. Service management and support

Delivery is managed by a named delivery lead responsible for coordination, scheduling and communication. Progress is reviewed during delivery to ensure objectives are being met. Ongoing support after training delivery is not included.

8. Technical and operational requirements (if applicable)

Buyer involvement may include providing access to collaboration tools for remote training and any relevant documentation or examples. No specialist buyer-provided technical infrastructure is required.

9. Hosting, data and security

The service does not include hosting or operation of systems. Any buyer-provided information is used solely for training purposes and handled in line with agreed confidentiality requirements. No long-term data storage is required.

10. Exit, data return and deletion

At the end of the service, all buyer-owned materials and training outputs are returned. Any copies held for delivery purposes are deleted in line with agreed confidentiality arrangements. No ongoing access or transition support is provided beyond close-out activities.



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