

LEVEL 3 MULTI-CHANNEL MARKETER

Multi-channel marketers play a crucial role in implementing marketing strategies and plans. They are responsible for executing day-to-day marketing activities across various platforms, channels, and systems. The apprentices will define, design, build, and implement campaigns to drive customer engagement and retention. As the first point of contact for marketing activities, they will allocate higher levels of work to the management team.

DELIVERY OVER 23 MONTHS

INDUCTION

One day induction to apprenticeship programme, meeting with a Skills Coach and delivery plan agreed.

IN COLLEGE

One workshop and workbased session a month for the duration of Programme.

ONLINE

Access learning materials 24/7 via Smart Assessor – your online learning environment

ASSESSMENT

On programme assessments every 6-8 weeks, including progress reviews every 8-10 weeks.

END POINT ASSESSMENT

- Project report with presentation and questioning
- Portfolio showcasing practical work demonstrating skills and knowledge gained during the apprenticeship.
- Interview underpinned by portfolio of evidence

QUALIFICATION

- Chartered Institute of Marketing (CIM) for Affiliate.
- Digital Marketing Institute (DMI) for Power.
- Data and Marketing Association (DMA) for Individual.

PROGRESSION

Level 4 Digital Marketing Executive, Marketing Manager, Advertising and Media, Executive or Data Analyst Apprenticeship

KNOWLEDGE/SKILLS/BEHAVIOURS

Knowledge

- Brand/marketing theory
- Business structure
- What a marketing plan is
- Creating content
- Budget management
- Supplier and stakeholder management
- Campaign management

Skills

- Developing and interpreting briefs
- Use copywriting techniques
- Build multi-channel campaigns
- Use software to design marketing assets
- Meet budget requirements
- Campaign management
- Data analysis, including spreadsheets

Behaviours

- Accountability
- Initiative and organisation
- Working flexibly
- Working collaboratively
- Continuous professional development
- Integrity and confidentiality

ENTRY REQUIREMENT

Maths and English GCSE grades 9-4, Functional skills level 2, or initial assessment at level 1. Apprentices without level 2 English and maths must achieve this level before taking their EPA.