

# Apprenticeships +

## Multi-channel Marketer

### Apprenticeship Level 3



## Quick Information

### New Apprenticeship Standard designed by employers for employers

**Sector**

All sectors

**Who is it for?**

New and/or existing staff responsible for coordinating and delivering specific marketing activities

**Start date**

Flexible to suit employers

**Level**

Level 3

**Duration**

Minimum of 18 months

**How does it work?**

Delivery model is remote learning and lessons take place weekly

**Assessment**

Assessment method 1 –

Written project report with presentation and questioning

Assessment method 2 –

Interview underpinned by portfolio of evidence

**Qualification**

Multi-channel Marketer

**Additional qualifications**

Marketing principles

Principles of coding

Google IQ

Data analysis

**Review**

After 3 years or when significant change is required

## Multi-channel Marketer

Multichannel marketing apprenticeships provide impactful marketing solutions for business growth.

The Multichannel marketing apprenticeship programme covers a broad range of topics, covering the fundamentals of multichannel marketing, leading participants through the development and implementation of effective marketing strategies, and creating KPIs dashboards to measure.

The apprentice will identify and act on business opportunities and customer needs through a variety of digital channels (social media, websites, email). The Multichannel Marketer will actively use content marketing techniques and campaign management techniques, as well as financial and analytical tools to deliver effective campaigns that meet the requirements and goals of their organisation.



## Key Areas of Study

- Vision, Mission and Values/ Marketing Theory
- Briefs, Clients and Stakeholders
- Marketing Objectives and Planning
- Market Research and Competitor Analysis
- Marketing Budgets
- Marketing Ethics/Legalities and Regulations in Marketing
- Customer Journey and Segmentation/Branding
- Marketing Content
- Marketing Channels/Social Media
- CMS and SEO/Copywriting
- Marketing Tools
- Marketing and Campaign Evaluation
- Optional Curriculum
- Project Support
- EPA Support

## Knowledge and Understanding

**K1:** Marketing theory, concepts and basic principles such as what marketing is, the marketing mix the promotional mix and the differences between each channel used.

**K2:** The business' structure, vision, priorities, and objectives, and how their marketing role supports these.

**K3:** Business tools used to measure the impact of business objectives, the wider environment and sustainability on marketing activities.

**K4:** What a marketing plan is, how it is built and its purpose.

**K5:** The importance of competitor analysis and how to undertake it.

**K6:** Brand theory such as positioning, value, identity, guidelines, and tone of voice.

**K7:** Create content using principles of design and copywriting, and how to adapt for online and offline mediums e.g., writing digital content for the web compared to leaflets.

**K8:** Current and emerging technologies, software and systems which impact on marketing.

**K9:** Relevant regulatory and legislative requirements such as data protection, GDPR, cyber security, trading laws, and copyright law for the handling and processing of data and its application.

**K10:** Principles of conducting marketing communications in an ethical and diverse manner.

**K11:** How internal stakeholders work to support the delivery of all marketing campaigns.

**K12:** Common marketing channels, cross channel behaviour, and how to manage and operate an integrated campaign using online and offline channels.

**K13:** How to brief and manage external marketing suppliers.

**K14:** Adapt communications for appropriate stakeholders and internal audiences.

**K15:** The principles of content marketing, and content creation.

**K16:** Budget management and how to measure return on investment (ROI).

**K17:** The metrics for the delivery and evaluation of marketing activity

**K18:** The importance of reviewing campaigns regularly to ensure effectiveness and optimisation.

**K19:** The campaign management process including research, planning, budgeting, implementation, and delivery.

**K20:** Tools used to support campaign management such as social media, Gantt charts, data analytics, and project management software.

**K21:** The customer journey including customer offline and digital touchpoints, customer personas, how to engage customers at different stages of their journey, sales funnels and how to segment an audience for targeting.

**K22:** The impact marketing has on the level of customer service or the customer experience, including community management channels

**K23:** Quality management and the maintenance of online and offline assets.

## Skills and Behaviour

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- S1:** Develop or interpret briefs for external or internal stakeholders and measure delivery in-line with the specification and agreed timelines.
- S2:** Plan and coordinate a marketing activity using marketing tactics to acquire and retain one or more customer segments using available resources.
- S3:** Contribute to the generation of innovative and creative approaches across video, images, and other formats, both online and offline, to support campaign development.
- S4:** Use research/survey software to gather audience insight and/or evaluation to support the project.
- S5:** Use copywriting techniques to write persuasive text/copy to meet a communications objective ensuring it is in-line with organisational brand guidelines.
- S6:** Build and implement multi-channel campaigns across a variety of platforms, either offline or digital media.
- S7:** Proofread marketing copy ensuring it is accurate, persuasive and is on brand.
- S8:** Use software to design and create marketing assets to meet the technical specification.
- S9:** Contribute to the research of external suppliers to support recommendations and procurement of marketing goods and services.
- S10:** Organise offline and digital assets ensuring they are co-ordinated and legally compliant.
- S11:** Use a website content management system to publish text, images, and video/animated content.
- S12:** Create and maintain spreadsheets to support marketing activities such as project/budget planning and organisation of marketing assets.
- S13:** Use technology and software packages to support day to day activities, e.g., stakeholder communications, development of briefs, data analysis, report writing, presentations and project management.
- S14:** Identify and use data and technologies to achieve marketing objectives.
- S15:** Monitor and amend campaigns to meet budget requirements including time and monetary costs.
- S16:** Review campaigns regularly to ensure effectiveness, to optimise the results.
- S17:** Measure and evaluate campaign delivery to identify areas for improvement.
- S18:** Use data analysis tools to record, interpret and analyse customer or campaign data.

### Behaviours:

- B1:** Has accountability and ownership of their tasks and workload.
- B2:** Takes responsibility, shows initiative and is organised.
- B3:** Works flexibly and adapts to circumstances.
- B4:** Works collaboratively with others across the organisation and external stakeholders.
- B5:** Seeks learning opportunities and continuous professional development.
- B6:** Acts in a professional manner with integrity and confidentiality.

## Training, Tutoring and Assessment

On-programme – typically 18 months.

Delivery model is remote learning and lessons take place weekly. In addition to this your Assessor will spend time with the Apprentice working on a one to one basis to build and complete their portfolio of evidence along with a synoptic project.

An electronic portfolio systems is used to collate all evidence.

The apprentice must complete training to develop the knowledge, skills and behaviours (KSBs) of the occupational standard.

The apprentice must complete training towards English and maths qualifications in line with the apprenticeship funding rules.

The apprentice must compile a portfolio of evidence.

## End Point Assessment

End-point assessment gateway

The employer must be content that the Apprentice is working at or above the occupational standard.

The Apprentice's employer must confirm that they think the Apprentice:

- is working at or above the occupational standard as a multi-channel marketer
- has the evidence required to pass the gateway and is ready to take the EPA
- The Apprentice must have achieved English and maths qualifications in line with the apprenticeship funding rules.

For the project report with presentation and questioning, the Apprentice must submit the following supporting material: project scoping document requirements. To ensure the project allows the apprentice to meet the KSBs mapped to this assessment method to the highest available grade, the EPAO should sign-off the project's title and scope at the gateway to confirm it is suitable. A brief project summary must be submitted to the EPAO. It should be no more than 500 words. This needs to show that the project will provide the opportunity for the apprentice to cover the KSBs mapped to this assessment method. It is not assessed.

For the interview underpinned by portfolio of evidence the Apprentice must submit a portfolio of evidence.

The Apprentice must submit any policies and procedures as requested by the EPAO.

End-point assessment – typically 5 months.

Grades available for each assessment method:

Project report with presentation and questioning:

fail  
pass  
distinction

Interview underpinned by portfolio of evidence:

fail  
pass  
distinction

Overall EPA and apprenticeship can be graded:

fail  
pass  
merit  
distinction



## Apprentice Entry Requirements

3 GCSEs (or equivalent) at grades 4+ (A-C) in any subject.

GCSE Maths and English (or equivalents) at grades 3+ (D or above).

The learner must not hold an existing qualification at the same or higher level than this apprenticeship in a similar subject.

## Progression Opportunities

Upon completion of the standard, Apprentices could progress into further study of a Higher Apprenticeship.

## More Information

To find out more about the opportunities and financing of apprenticeships and to discuss your particular requirements, please email **apprenticeshipsandtraining@sheffcol.ac.uk** or call **0114 260 2600** to speak to one of our friendly employer advisors.

## Get In Touch

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apprenticeshipsandtraining@sheffcol.ac.uk

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## Why choose The Sheffield College?

As one of the region's largest providers of apprenticeships, The Sheffield College is more than just your local provider; we deliver the dedicated support you need to source, train and get the best out of your apprentice.

*We appreciate how difficult and time consuming it can be to recruit suitable staff. That's why we will source, shortlist and prepare candidates before you meet them.*

*We help you get the best deal by finding the right funding and we handle the paperwork to make the process of arranging an apprenticeship training programme as smooth as possible. Our employer partnership team, apprenticeship tutors and assessment staff are experts, and we invest time and money in training and upskilling them regularly so their knowledge is up-to-date and industry standard.*

*At The Sheffield College we go above and beyond; we know that every business is different and we help to develop apprentices who will meet the needs of your business.*