

Multi-channel Marketer

Sector	Relevant to all employment sectors
Who is it for?	New recruits and existing staff
Start date	September and January
Level	3
Duration	12-18 months plus three months for end-point assessment
End-point assessment	Written project with presentation and questioning, interview underpinned by portfolio of evidence
Qualification	Level 3 Multi-channel Marketer Additional qualifications - Google Analytics for Beginners and Google Fundamentals of Digital Marketing
Delivery model	Weekly college session

The standard aims to give the Apprentice the knowledge, skills and behaviours to successfully complete marketing tasks and duties.

Day-to-day tasks may include monitoring campaign performance, analysing data, optimizing campaigns based on insights, creating content for different platforms, managing budgets and measuring the effectiveness of campaigns effectiveness across multiple channels.

Typical job roles include:

Digital communications assistant

Digital marketing assistant

Marketing administrator

Marketing assistant

Marketing communications assistant

Marketing junior

Social media assistant

What your Apprentice will learn



Apprentices develop knowledge, skills and behaviours to be able to work effectively in their job role.

These form the Apprenticeship standard that has been developed and agreed with employers.

The knowledge, skills and behaviours that your Apprentice will learn include:

Knowledge

Marketing theory, concepts and basic principles

Business' structure, vision, priorities, and objectives, and how their marketing role supports these

Business tools used to measure the impact of business objectives

What a marketing plan is, how it is built and its purpose

The importance of competitor analysis and how to undertake it

Brand theory such as positioning, value, identity, guidelines and tone of voice

Skills

Developing or interpreting briefs for external or internal stakeholders

Planning and coordinating a marketing activity using marketing tactics

Research techniques to gather audience insight and/or evaluation

Copywriting techniques to write persuasive text/copy to meet a communications objective

Proofread marketing copy

Designing and creating marketing assets

Behaviours

Accountability

Responsibility and inclusivity

Flexibility

Adapability

Collaboration

Professionalism






100%

pass rate at end-point assessment
in 2023/24 for this standard

Get in touch

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