

MULTI-CHANNEL MARKETER APPRENTICESHIP LEVEL 3

For new or existing staff

Multi-Channel marketers will define, design, build and implement campaigns across a variety of platforms to drive customer engagement and retention. In addition, they will be responsible for parts of the campaign within their area of responsibility. As part of the Marketing team, they will contribute to the implementation of the Marketing strategy and plans and will have responsibility for elements of the overall marketing plan.

They will be the first point of contact for day-to-day activities in the marketing team and will be responsible for allocating higher levels of work to the management team. They work within agreed budgets and available resources. They may occasionally be responsible for decision making on smaller areas of campaigns, but more often will support or influence the decisions of others.

Qualification

Multi- Channel Marketer Level 3 Standard

This apprenticeship is designed to meet the requirements for registration as an Affiliate Member with the Chartered Institute of Marketing (CIM)

Completers may want to progress to Marketing Executive Standard Level 4

Delivery model and duration:

Training is delivered in the workplace with a mixture of face to face and remote sessions.

Duration: 18 months practical period, plus 5 months End Point Assessment

Ideal for:

- Marketing Assistant
- Digital Marketing Assistant
- Marketing Administrator
- Social Media Assistant

Entry Criteria:

- GCSE grades A*-C or 9-4 in English and maths

The apprenticeship will cover the following core areas:

- Marketing theory, concepts and basic principles such as what marketing is, the marketing mix the promotional mix and the difference each channel
- What a marketing plan is, how it is built and its purpose
- How to brief and manage external marketing suppliers
- Tools used to support campaign management such as social media, GANTT charts, data analytics, and project management software
- Develop or interpret briefs for external or internal stakeholders and measure delivery in-line with the specification and agreed timelines
- Plan and coordinate a marketing activity using marketing tactics to acquire and retain one or more customer segments using available resources
- Create and maintain spreadsheets to support marketing activities such as project/budget planning and organisation of marketing assets
- Builds and implements campaigns across a variety of offline and digital media platforms

Benefits to business:

- Develop the skills your business needs
- Get qualified and motivated staff
- Future proof your business
- Professional qualifications for your staff

Benefits for learners:

- Receive training from marketing experts with years of industry experience
- Build a strong foundation for a career in marketing
- Become a member of the Chartered Institute of Marketing (CIM)
- Professional recognition with the Digital Marketing Institute (DMI) and the Data Marketing Association (DMA)

0345 155 2020

employer.training@gloscol.ac.uk



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GC
Gloucestershire College

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Components

Functional Skills English
and maths level 2

End Point Assessment

The End Point Assessment will test the entire Standard, and be undertaken as follows:

- A project report of a defined piece of work that has a real business application and benefit with presentation and questioning
- Presentation of KSB's not met within project report and questioning
- 60-minute Interview underpinned by portfolio of evidence

Duties developed during the apprenticeship will include:

Contribute to the marketing plan, delivery or evaluation of strategic marketing activity through the creation of written planning and evaluation documents and presentations, e.g., marketing campaign, market and customer intelligence research, communicate and present to stakeholders, agencies and internal teams.

Use appropriate primary and/or secondary research methods including survey tools, key word research tools and desktop research to gather marketing insight or evaluation.

Use research data to inform marketing decisions, targeting, planning, delivery.

Source, create and edit content in collaboration with colleagues for appropriate marketing channels, such as website, email, social media, sales materials, affiliate marketing or event displays, ensuring that brand guidelines are met to achieve marketing objectives.

Support and manage the cataloguing of offline and digital marketing materials and assets in line with marketing regulations and legislation including sustainability of hard copy and digital campaigns, e.g., storage and organisation of marketing materials, administering creative asset management systems, recycling/circular economy/energy consumption.

Publish, monitor and respond to editorial, creative or video content via website, social media/video sharing platforms, offline platforms.

Support the administration of marketing activities, e.g., organise a webinar or online/offline event; run an email campaign, run a pay per click (PPC) campaign, support press, advertising and PR activity, and partner marketing activity.

Contribute to the monitoring of marketing expenditure and activities to a specified budget and plan in line with company processes.

Use the organisation's customer relationship management system to maintain accurate customer data and relationships are managed in the pursuit of marketing goals.

Identify and use relevant/emerging trends, solutions and technologies to implement effective marketing activities.

Monitor, optimise, analyse and evaluate marketing campaigns and channels in order to deliver on marketing objectives for the organisation and/or clients, measuring marketing delivery effectiveness.