



# APPRENTICESHIP STANDARD MULTI-CHANNEL MARKETER



# Multi-channel Marketer

**Duration:** 16 months (depending on recognition of prior learning)

**Funding Band:** Levy funded (£11K) / £550 for non-levy fund payers

**Reference Number:** ST1301

**Level 3**

A **Multi-channel Marketer** 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.

**Typical responsibilities include:**



### Typical job titles include:

- Digital Marketing Assistant
- Digital Communications Assistant
- Marketing Assistant
- Marketing Administrator
- Marketing Communications Assistant
- Marketing Junior
- Social Media Assistant

The **Multi-channel Marketer** typically reports to a Marketing Manager or Senior Marketing Executive.

### Requirements:

As an apprentice 20% of your working week should be dedicated to off-the-job training (see pages 6 and 7).

Apprentices without level 2 English and/or Maths will need to achieve this level prior to taking the End-Point Assessment. For those with an education, health and care plan or a legacy statement, the apprenticeship's English and Maths minimum requirement is Entry Level 3.

A British Sign Language (BSL) qualification is an alternative to the English qualification for those whose primary language is BSL.

### Employers involved in creating this apprenticeship standard:

AF Selection, Bauer Media Group, Birmingham University, British Airways, British Engines, British Telecommunications PLC, Chartered Institute of Marketing (CIM), Clarks Ltd, Hepcomotion, Ipsos MORI, Lagommarketing, Market Research Society, Mercedes Benz Financial Services UK Ltd, Nottingham Trent University, Oxford Professional Education Group, Plott Creative, Plott Creative (S) (Marketing), Portsmouth City Council, Professional Academy, Prospects Services, Seetec, THCL, University of Hertfordshire

# Delivering Apprenticeship Programmes

## How does Professional Academy support the 20% off-the-job training requirement?



### Workshops

Our interactive workshops deliver the key knowledge of the programme. Workshop trainers are all experts in their areas who will be able to give you real life examples and help you relate learning outcomes to your role.

### Research Based Activities

Tasks are set throughout the programme to help apply knowledge to a project within the workplace. This will require independent research, supported by your mentor so that the work you produce can form part of your portfolio of evidence.



### Mentor Sessions

You will have mentor sessions with your assigned Mentor each month for approximately 1 hour duration. They will ensure you have understood and can apply your apprenticeship learning and you are able to embed this in your specific job role as well as discuss the elements such as well-being, safeguarding and British values.

### Supported Off-the-job Training

This can be any activity that enhances your knowledge of marketing and/or the organisation and its stakeholders. These activities can include:

- a day with the sales team/customer service
- a professional event/conference
- projects and tasks undertaken that apply apprenticeship learning.

These will be agreed with your Mentor as part of your CPD Plan, which along with written assignments, will build up into the required portfolio of evidence. Studying for qualifications (such as CIM) is also valid.





### **eLearning**

You will have access to accredited eLearning materials on our Learning Management System in addition to your self-guided studies. These will be interactive, tracked, and contribute to the 20% off-the-job study time.

### **On-Going Learner Support**

Your entire learner journey is supported by Professional Academy's dedicated apprenticeship team. They will be able to assist with queries, and technical questions on systems and processes throughout your learner journey.



### **Gateway**

The End-point Assessment (EPA) will only start once your employer and Mentor are satisfied that all requirements for the EPA have been met and can be evidenced to an End-point Assessment Organisation (EPAO), and that you are consistently working at or above the level set out in the Standard. Your employer may wish to discuss this with our apprenticeship team.

Your project plan for the Project Report should also be discussed and agreed at EPA gateway by you and your line manager. Your employer should agree with you the subject/outline of the Project at gateway - this should be supported with reference to the EPAO's project guidance and examples.

Submission of the Project Plan Summary will also act as notification of your entering the EPA.

## End-point Assessment

You will be assessed against the apprenticeship Standard using three complementary EPA methods. The assessment takes a view of your overall performance in your job and will take up to 4 months to complete following the gateway.

### End-point Assessment Methods



**4000 word  
Written project**



**Presentation with  
questions - 45 mins**



**60 minute interview  
underpinned by portfolio  
evidence**

The Knowledge, Skills and Behaviours are delivered across the 11 duties of the Multi-channel Marketer Standard, and in the following modules by Professional Academy:

- Situation Analysis (Duties 2, 3 and 9)
- Strategy (Duty 1)
- Tactics (Duties 4 and 5)
- Action (Duties 6, 7 and 8)
- Control (Duties 10 and 11)

# The Multi-channel Marketer

## Knowledge

**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:

- 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.



## Professional Recognition

This standard aligns with the following professional recognition:

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

## Pathway to CIM Qualification

On completion of the Multi-channel Marketer apprenticeship programme learners will have an exemption for the **Marketing Principles** module of the **CIM Foundation Certificate in Professional Marketing (Level 3)**.

To gain the full Award, student must complete either of the following modules:

- **Communications in Practice**
- **Digital Fundamentals**

All CIM qualification and support fees are **outside of the levy funding**, and the additional assignment work cannot be included as part of apprenticeship learning evidence.

## BOOK A CALL WITH AN ADVISOR

TALK TO US TODAY FOR A FREE PROFESSIONAL  
DEVELOPMENT ASSESSMENT

 01223 365 505

 [enquiries@professionalacademy.com](mailto:enquiries@professionalacademy.com)