



Multi-Channel

Marketer Level 3

Qualification objectives

The primary role of a Multi-Channel Marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention.

They typically work as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign.



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QUALIFICATION OBJECTIVES

As part of the Marketing team the multi-channel marketers will contribute to the implementation of the Marketing strategy and plans. They will be responsible for delivering day-to-day marketing activities across a multitude of platforms, channels and systems that are essential to the Marketing function and activities of the company.

An employee in this occupation will be responsible for coordinating and delivering specific marketing activities such as marketing content creation, background market and customer research, monitoring campaign analytic and collecting data, using relevant marketing software/systems, maintaining marketing administration activities such as managing the supply of marketing literature, tracking marketing expenditure, supporting the procurement of, and overseeing the delivery of work by external and internal marketing suppliers.

Multi-channel marketers will define, design, build and implement campaigns across a variety of platforms to drive customer engagement and retention.

This qualification is suited to the following roles:

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

Employers involved in the development of this Apprenticeship Standard include:

- ◆ Birmingham University
- ◆ British Airways
- ◆ Chartered Institute of Marketing
- ◆ Mercedes Benz Financial Services UK Ltd
- ◆ Nottingham Trent University

Entry

Employers are likely to be looking for a proven passion for marketing, digital marketing and social media. Individual employers will set selection criteria, but this might include GCSE's, A-levels, a Level 2 Apprenticeship or other relevant qualifications, relevant experience and/or an aptitude test with a focus on functional mathematics.

Duration

The duration of this Apprenticeship Standard is 19 months.

Level

This qualification is completed via an Apprenticeship Standard at Level 3 and learners will achieve a City & Guilds Level 3 Multi-Channel Marketer qualification.

Functional Skills

Apprentices aged 16-18 are still required to work towards and achieve Functional Skills in English and Maths (unless exempt). However, in line with the new 19+ rule, apprentices aged 19 and over without these qualifications are not required to achieve them to complete the apprenticeship. Employers may still set their own requirements based on the needs of the sector.

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OFF THE JOB TRAINING

Details of how the 20% off-job-training will be met: The Education and Skills Funding Agency (ESFA), on behalf of the government, have incorporated into the Apprenticeship funding rules a requirement that all Apprentices must have at least 20% of their Apprenticeship as “off the job training”. The reason for this is to ensure that a quality programme is delivered by the employer and the training provider, which adds value to the Apprenticeship. This will benefit not only the learner but also the employer, who will then end up with a skilled, well-rounded employee by the end of the Apprenticeship. Off the Job Training (OJT) can include training that is delivered at the Apprentice’s normal place of work, but must not be delivered as part of their normal working duties. Training towards Functional Skills in maths and English is not allowed to count towards the 20%.

CORE OCCUPATION DUTIES

Duty 1 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.

Duty 2 Use appropriate primary and/or secondary research methods including survey tools, key word research tools and desktop research to gather marketing insight or evaluation.

Duty 3 Use research data to inform marketing decisions, targeting, planning, delivery.

Duty 4 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 in order to achieve marketing objectives.

Duty 5 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.

Duty 6 Publish, monitor and respond to editorial, creative or video content via website, social media/video sharing platforms, offline platforms.

Duty 7 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.

Duty 8 Use the organisation’s customer relationship management system (inhouse or externally sourced) to maintain accurate customer data and relationships are managed in the pursuit of marketing goals.

Duty 9 Identify and use relevant/emerging trends, solutions and technologies to implement effective marketing activities.

Duty 10 Contribute to the monitoring of marketing expenditure and activities to a specified budget and plan in line with company processes.

Duty 11 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.

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END POINT ASSESSMENT

On programme - Training supports the learner to develop the occupations standard's knowledge, skills and behaviours. The learner builds a portfolio of evidence-based on real work projects.

End-point assessment gateway:

The employer must be content that the apprentice is working at, or above, the occupational standard. Apprentices aged 16-18 must have achieved English and mathematics Level 2. Apprentices must submit a portfolio of evidence to underpin the interview.

End-point assessment:

1. Interview underpinned by portfolio - The interview will be appropriately structured to draw out the best of the apprentice's competence and covers the knowledge, skills and behaviours assigned to this assessment method. The apprentice will be able to refer to and illustrate their responses with evidence from their portfolio of evidence.

2. Project report, presentation and questioning - The apprentice will conduct a project and complete a project report that is designed to ensure that their work meets the needs of the business, is relevant to their role and allows for the relevant knowledge, skills and behaviours assigned to this assessment method to be demonstrated. Questioning will focus on coverage of the project report and activities, allowing for deeper exploration of occupational competence and further opportunities for apprentices to draw out key aspects of their work.

APPRENTICE COMPLETION CERTIFICATE

Upon completion, the Apprentice will be graded with a Fail, Pass, Merit or Distinction.

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