

3

Course Code
ST1031

Total Apprenticeship Duration

23 Months

- On-Programme
18 months
- Assessment Window
5 months

Recommended EPA Organisation
Chartered Institute of Marketing (CIM)



Overview

The multi-channel marketer Apprenticeship is designed to support customer focussed marketing activities that drive the demand for a product or service. It will look at ways to raise awareness of a product or service as well as perception building to generate results. Within this role you will contribute to implementing marketing strategies and plans.

Multi-channel marketing is a versatile and dynamic occupation across various sectors.

This role is prevalent in organisations of all sizes, from small businesses to multinational corporations and spans private, public and third sectors. Multi-channel marketers work within specialised agencies providing marketing services to external clients or as part of internal marketing teams focused on promoting their business.

The primary focus for someone within this job role is to drive customer-centric marketing initiatives that enhance demand for products or services through awareness and perception building.

Within this role you should interact with numerous internal and external stakeholders within the organisation. Main responsibilities would include coordinating content creation, conducting market and customer research, monitoring campaign analytics etc.

Typical job titles may include Brand Assistant, Marketing Assistant, Marketing Campaigns Assistant, Marketing & Communications Assistant and Promotional Assistant.

Apprenticeship Standard Multi-Channel Marketer Level 3

Occupational Duties

Multi-channel marketers are instrumental in defining, designing and implementing campaigns, and while they operation with considerable autonomy, they typically report to senior stakeholders and contribute to higher level decision-making processes. Typical duties would include:

- Contribute to the marketing plan, delivery or evaluation of strategic marketing activity through the creation of written planning and evaluation.
- Use of appropriate primary/secondary research methods including survey tools etc to gather insight.
- Use of research data to inform marketing decisions, targeting, planning and delivery.

- Sourcing, creating and editing content with colleagues to ensure that brand guidelines are met to achieve marketing objectives.
- Supporting and managing the cataloguing of offline and digital marketing materials and assets in line with regulations and legislation including sustainability of hard copy and digital campaigns.
- Publishing, monitoring and responding to editorial, creative or video content.
- Supporting the administration of marketing activities.
- Use customer relationship management (CRM) systems to

maintain accurate customer data and relationship management

- Identify emerging trends, solutions and technologies
- Contribute to the monitoring of marketing expenditure and activities to a specified budget and plan in line with company processes.
- Focus on monitoring, optimising, analysing and evaluating marketing campaigns and channels in order to deliver on marketing objectives for the organisation and measuring its effectiveness.

Entry requirements

Individual employers may set their own entry requirements. The apprentice must already be employed for over 16 hours per week. Candidates must have achieved Maths and English at Level 2 prior to their training. Those who have not must achieve this before being able to undertake the

end-point assessment and we will support this. Maths & English tests must be taken under exam conditions.

On-programme development & training

Using the **OneFile** online portfolio, candidates will compile evidence demonstrating their occupational knowledge, skills and behaviours; underpinning the confidence and competence gained in all aspects of the standard. Candidates will be required to be actively involved in marketing projects to gain knowledge and skills. The portfolio will demonstrate exemplar practice by the candidate and will include observations, case studies, reflective logs and

development plans including 360° feedback and self-assessment. We will support candidates with one-to-one workplace visits and remote sessions, as well as Virtual Learning Environment modules and a dedicated forum. All of these will contribute to the candidate's off-the-job training requirements. HOET will work with the employer and candidate to develop a training and development plan to enable the remaining requirements to be met. Candidates will be supported with

mock End-Point Assessments (EPA) which will include practical observations, Q&A sessions and a professional discussion. Development feedback will be provided at the end of these mocks to ensure candidates are given the support required to achieve EPA.

Gateway & EPA

Gateway

This is the preparation area for candidates' EPA, and can only be entered once the employer, apprentice and HOET are satisfied that the apprentice is consistently working at the level required for EPA. Apprentices will need to have achieved a minimum of Level 2 English and Maths, completed their portfolio and prepared a scoping document on their project to be completed within the assessment window. Once submitted to the End Point Assessment Organisation, they will approve the project and dates and deadlines for assessments will be agreed, the assessment window will begin.

Assessment window and End-point assessment

EPA is completed on the date we agree with the candidate and employer; the assessment window for this standard is 5 months to allow completion of the work-based project. Candidates will be given a maximum of 12 weeks to complete a significant and defined project which has a real business benefit, at the end of this period apprentices will need to submit a project report that should not exceed 2,500 words and presentation. Total EPA time is 2 hours, split over 3 assessment methods.

The 3 assessment methods include the project report, presentation and questioning and an interview based on the portfolio of evidence.

Due to the requirements of the Project report the EPA period for this standard is 5 months.

Professional Recognition upon completion:

Chartered Institute of Marketing (CIM)
Digital Marketing Institute (DMI)
Data and Marketing Association (DMA)



INFORMATION



ADVICE & GUIDANCE



RECRUITMENT SUPPORT



INDUCTION



ON-PROGRAMME LEARNING



EPA PREPARATION



EPA



PROGRESSION ROUTES



Employer & learner satisfaction



of Employers would recommend us*



of Apprentices would recommend us*

* From our 2020-2021 Employer & Apprentice Survey