

Multi-Channel Marketer Apprenticeship

About the Apprenticeship

This Level 3 Multi Channel Marketer Apprenticeship can be delivered in small, medium, large and multinational organisations in private, public and third sectors such as the finance, construction, facilities, automotive, manufacturing, engineering, health, retail, food, hospitality, and IT. Multi-channel marketers will sit within a specific company/agency that provides marketing deliverables and advice to external clients, or within an internal marketing team, delivering marketing activities to drive that business. The role will be primarily office-based or remote working. They may spend time away from the work area attending exhibitions and events, meetings with external marketing suppliers, marketing research suppliers, visiting clients, trade shows, or supporting research activities.

Knowledge, Skills & Behaviors include:

- Marketing theory, concepts and basic principles such as what marketing is, the marketing mix the promotional mix and the differences between each channel used
- The importance of competitor analysis and how to undertake it
- What a marketing plan is, how it is built and its purpose

This may also include Functional Skills in English and Maths (*if required*).

The final part of the Apprenticeship is an independent end point assessment consisting of project report with presentation and questioning and interview underpinned by portfolio of evidence.

Duration: 18 months



For more information
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CONTACT US ...

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