

Apprenticeship Standard for Multi-channel Marketer Level 3



Role Profile

This occupation is found 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.

The broad purpose of the occupation is to support customer focussed marketing activities that drive the demand for a product or service through awareness raising and/or perception building to generate results to the bottom line. The emerging green economy is creating increasing opportunities for new and complex services and products. This may require marketing activities to be focussed on raising awareness of the benefits of carrying out transactions or purchases or products within an environmentally sustainable model.



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.

In their daily work, an employee in this occupation interacts with a wide range of internal stakeholders such as members of their own team, other departments such as sales, operations, public relations, IT, HR, customer services, senior management and finance.

They also interact with external stakeholders such as clients/customers and suppliers such as printers, digital agencies, PR and media agencies, event display companies, market research agencies, and media sales professionals.

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. 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. This role will work on their own and in a range of team settings. They work within agreed budgets and available resources. Multi-channel marketers work without high levels of supervision, usually reporting to senior stakeholders. They may occasionally be responsible for decision making on smaller areas of campaigns, but more often will support or influence the decisions of others.

Duties

	What is required
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.



Duration:

The apprenticeship will take a minimum of 15 - 18 months to complete depending on experience

Qualifications:

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment.

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

Cost: £12,000

- If you are a Levy payer, this will come out of your Levy account. If you are a non-levy payer, the government via the ESFA will pay 95% of the programme and the remaining 5% will be paid by you within the first 3 months of the programme.
- As of 1st April 2024, if your learner is aged 21 or under and you are a non-levy employer that is classed as a small or medium sized business, the government will pay for the remaining 5% co investment.
- If your learner is 16-18, your company will receive an incentive payment of £1000 which is paid in two instalments to support the learning programme.
- There is no cost to the apprentice.