

# Multi-Channel Marketer

Level

3

Duration

Typically 18 months

Levy Cost £11,000

Non-Levy Cost  
Fully funded or 5% (£550)

## How can a Multi-channel Marketer apprentice benefit my business?

A Multi-Channel Marketer apprentice will use available data and AI tools to create engaging content to guide your customers down the marketing funnel. With critical skills in content creation, search engine optimisation, social media management, web design, and GA4, learners will maximise your brand's exposure and guarantee a return on investment.

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.

## Who is the Multi-channel Marketer apprenticeship for?

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.

## What will it cost the business to take on an apprentice?

**Levy-paying employers** in England can use funds in their Apprenticeship Service Account to fund apprenticeship training costs.

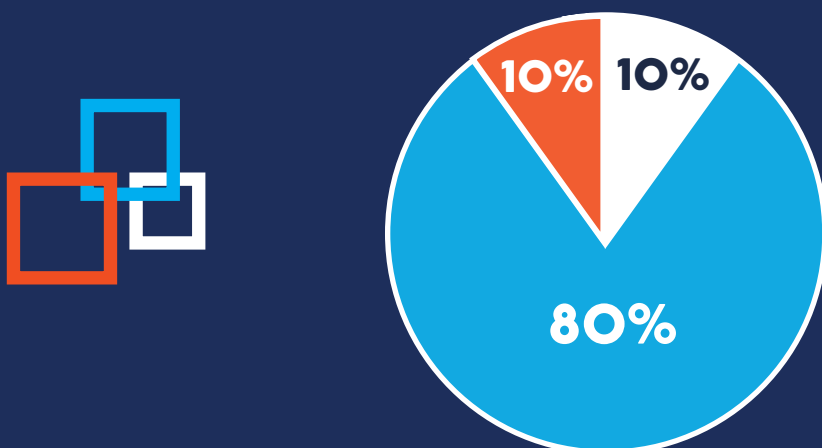
**Non-levy paying employers:** The government will fund between 95% - 100%\* of the cost of training an apprentice.

\*This depends on how many people are employed within the company, the age of the apprentice and also if they have been in care or have a Local Authority Education, Health and Care Plan (EHCP).

## Functional Skills

If your apprentice does not hold a GCSE 4/5 or equivalent in English and maths, they will be required to complete functional skills. Delivery options will be agreed upon before the commencement of the apprenticeship.

## How is the '20% off-the-job' training delivered?



Blue	Work-based Activity
Orange	Learning / Self-study
White	Classroom Activity

## End Point Assessment

The EPA tests and validates the knowledge, skills and behaviours that an apprentice has gained during their training and demonstrates the competence of an apprentice in their role. This assessment for the Multi-channel Marketer apprenticeship consists of:

- A project with report
- An interview underpinned by portfolio of evidence

On successful completion of the EPA, the Level 3 Multi-channel Marketer Apprenticeship standard aligns with the following professional recognition:

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

## The Learner Journey

<b>Month 1</b>	<b>Sign-up and induction</b>	<b>Skills scan · Induction · Training plan</b>
<b>Months 2 - 14</b>	<b>On programme</b>	<b>Classroom and online sessions · Qualification preparation · Developing assessment skills</b>
<b>Months 15 - 16</b>	<b>Gateway to EPA</b>	<b>Portfolio building · Tutorials · Synoptic project preparation</b>
<b>Months 17 - 18</b>	<b>EPA</b>	<b>Written project with report · Interview · Progression routes</b>

## Classroom Delivery

This apprenticeship is delivered via 1-2-1 and group sessions. The group sessions are delivered weekly alternating between online and in-person.

## Progression

Successful candidates can progress into a Marketing job such as: Digital Communications Assistant, Digital Marketing Assistant, Social Media Assistant, Marketing Administrator and Marketing Assistant.