APPRENTICESHIP STANDARD: MULTI-CHANNEL MARKETER L3

The Multi-channel Marketer Apprenticeship Standard allows learners to gain comprehensive skills in modern marketing, ensuring they are well-prepared to drive business growth and adapt to the evolving landscape of digital and traditional marketing channels.

Level 3 · Apprenticeship · Truro College

TOP COURSE HIGHLIGHTS

HANDS-ON TRAINING | HIGHLY EXPERIENCED TUTORS | DEVELOP SKILLS IN LINE WITH INDUSTRY NEEDS

LEARN FROM SECTOR EXPERTS

Gain invaluable insights and hands-on experience from industry expert tutors who bring real-world knowledge and expertise to the classroom. Their guidance will help you develop the skills and confidence needed to excel in your chosen field.

DEVELOP WORK-RELATED SKILLS

Enhance your practical abilities and gain hands-on experience that directly translates to the workplace. This apprenticeship course focuses on real-world applications, ensuring you are well-prepared to meet the demands of your chosen career.

HANDS-ON TRAINING

Gain practical experience through immersive, hands-on training that prepares you for real-world challenges. Our apprenticeship program emphasizes active learning, ensuring you develop the skills and confidence needed to excel in your career.

WHY CHOOSE THIS COURSE?

This apprenticeship standard equips apprentices with the skills to create and manage marketing campaigns across various digital and traditional channels. This programme covers essential areas such as market research, content creation, social media management, data analysis, SEO and SEM. Apprentices learn techniques for understanding consumer behaviour and market trends, developing engaging content for various platforms, managing and growing social media presence, using analytics to measure campaign effectiveness, and optimising content for search engines. Employers benefit from having skilled marketers who can adapt to the evolving landscape of marketing, bringing innovative strategies to their organisations.

WHAT WILL I LEARN?

Knowledge This apprenticeship provides apprentices with comprehensive knowledge in key areas of marketing. This includes understanding market research techniques to analyse consumer behaviour and market trends, mastering content creation for various platforms, and learning effective social media management strategies. Apprentices also gain insights into data analysis to measure campaign effectiveness, SEO and SEM to optimise content for search engines, and email marketing to craft impactful campaigns. Additionally, they learn about brand management to build and maintain a strong brand identity, and customer relationship management (CRM) to handle customer interactions and data efficiently. **Skills**

This apprenticeship equips apprentices with a robust set of skills that enable them to execute successful marketing campaigns across multiple channels. They learn to create engaging content tailored to different audiences, manage and grow social media presence, and utilise analytics to inform marketing decisions. Skills in SEO and SEM help them improve online visibility, while email marketing techniques ensure effective communication with leads and customers. Brand management skills allow them to maintain a consistent brand image, and CRM skills enable them to manage customer data and interactions effectively. These skills ensure apprentices are well-equipped to adapt to the dynamic marketing landscape and drive business growth. **Behaviours** Apprentices are expected to demonstrate professionalism, creativity, and adaptability. They should exhibit strong communication skills, both written and verbal, and be able to work effectively within a team. Additionally, apprentices are encouraged to show initiative, a proactive approach to problem-solving, and a commitment to continuous learning and improvement. Typical Duties that an Apprentice will carry out in the workplace:

- Conducting market research to understand competitors and consumer behaviour.
- Creating and managing content for various digital and traditional marketing channels.
- Assisting in the planning and execution of marketing campaigns.
- Supporting the business's centralised digital marketing team.
- Handling customer service tasks.
- Ensuring reports and presentations are of high quality.

WHERE WILL IT TAKE ME?

Completing the Multi-channel Marketer Apprenticeship Standard opens doors to a variety of career opportunities in the dynamic field of marketing. Apprentices can progress into roles such as Marketing Executive, Social Media Manager, Content Creator, Digital Marketing Specialist, or Brand Manager. With the comprehensive skills and knowledge gained from this apprenticeship, you'll be well-equipped to drive business growth and adapt to the ever-evolving marketing landscape.

ENTRY REQUIREMENTS

Grade 3 GCSE (D) in English and Maths

IMPORTANT

Course information can change. Please use the QR code below for the current assessment arrangements, entry requirements and start dates.

FOR THE LATEST COURSE INFORMATION

Scan for assessment arrangements, learner support, confirmed start dates and how to apply.