

MULTI-CHANNEL MARKETER

Level 3

 19 Months

As a multi-channel marketer, you define, design, build and implement digital marketing campaigns across various online and social media platforms.

You will typically be working as part of a team, interacting with a wide range of internal and external stakeholders and working within agreed budgets and available resources.

FUTURE OPPORTUNITIES

- Digital Marketing Assistant
- Digital Marketing Executive
- Digital Marketing Assistant
- Social Media Executive/ Assistant
- Content Co-ordinator/ Developer
- Marketing Communication Assistant
- Marketing Junior

OUR PARTNERS



**PORTLAND
SPENCER ACADEMY**

Images
COSTUMES
ESTABLISHED 2005

test



PROGRAMME OF STUDY

- Portfolio of Evidence
- Off-the-Job Training
- Level 2 Functional Skills Maths - if required
- Level 2 Functional Skills English - if required



KNOWLEDGE, SKILLS & BEHAVIOURS

- Marketing methods, principles, and practices
- Business organisation and copywriting
- Campaign implementation and management
- IT and digital tools
- Regulation and legislation
- Marketing communications
- Customer experience and the customer journey
- Research and campaign planning
- Data analysis and marketing evaluation

WHY CHOOSE US?

You are in "good" hands. Our recent Ofsted inspection highlighted "Learners and apprentices demonstrate vastly increased levels of knowledge and skills as a result of their studies."

We invest in digital skills, and we teach you the top 6 skills required to succeed in marketing:

- Data Analysis
- Content Creation
- SEO
- Communication
- Social Media
- Design.

Some of our many reviews:

'The Tutor has taken time to get to know this member of the team and establish her learning style and therefore the best way in which she can set and support work and targets which are productive, achievable yet appropriately challenging.'

'Working with my Tutor to achieve my apprenticeship has developed my understanding of marketing greatly and has provided me with all the skills to succeed!'



RESULTS

100%

We have a 100% pass rate with 52% of learners gaining a higher grade in their EPA.

EXCELLENT

reviews from employers and learners on 'Find an Apprenticeship'

97%

of our learners are satisfied with their overall learning experience



END POINT ASSESSMENT (EPA) REQUIREMENTS

PROJECT REPORT WITH PRESENTATION & QUESTIONING

A project involves the apprentice completing a significant and defined piece of work that has a real business application and benefit.

The project must meet the needs of the employer's business and be relevant to the apprentice's occupation and apprenticeship.

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This assessment method has 2 components:

1. Project with a project output
2. Presentation with questions and answers

Together, these components give the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method.

INTERVIEW UNDERPINNED BY A PORTFOLIO OF EVIDENCE

The apprentice must compile a portfolio of evidence during the on-programme period. It will typically contain 12 discrete pieces of evidence mapped against the KSBs

The interview is structured to give the apprentice the opportunity to demonstrate the KSBs.

The apprentice can refer to and illustrate their answers with evidence from their portfolio of evidence however, the portfolio of evidence is not directly assessed.

EPA GRADES

- Pass
- Merit
- Distinction

