

# Level 3 Multi Channel Marketer

Discover the Multi Channel Marketer Apprenticeship, with full support provided to meet all requirements.



19 Months



Awarding Body:



Multi-Channel Marketers are responsible for planning, creating, and executing marketing campaigns across a variety of online, offline and social media platforms to engage target audiences effectively.

This apprenticeship provides the skills and professional behaviours required to collaborate within a team, engage with diverse internal and external stakeholders, and operate within defined budgets and resource constraints.



## THE APPRENTICESHIP COVERS:

- Marketing methods, principles, and practices
- Business organisation and copywriting
- Campaign implementation and management
- Customer experience and the customer
- Data analysis and marketing evaluation

## EPA / APPRENTICESHIP ASSESSMENT:

1. Project report with presentation & questions
2. Interview with a portfolio

Apprentices will also work towards Functional Skills Level 2 in Maths and English, if not already exempt.

## This course is suitable for aspiring:

- Digital Marketing Assistant/Executive
- Social Media Executive/Assistant
- Content Co-Ordinator/Developer

***“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!”***