



WHY IT WORKS FOR YOUR BUSINESS



RECRUIT NEW TALENT

Bring in a new marketer and grow your own skilled resource from day one.



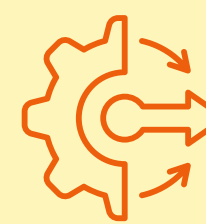
FUNDED TRAINING

Training funded through the apprenticeship levy or government co investment.



UPSKILL EXISTING STAFF

Formalise and sharpen the skills of a team member already doing your marketing.



REAL CAMPAIGNS FROM MONTH ONE

Every module applied to your live marketing activity, so you see value throughout.

APPRENTICESHIP FOR EMPLOYERS

MULTI CHANNEL MARKETER LEVEL 3 APPRENTICESHIP

Bring in a new marketer or upskill a member of your team. A practical apprenticeship that defines, designs, builds and delivers digital campaigns across online and social platforms to drive acquisition, engagement and retention.

LEVEL

Level 3

DURATION

18 to 21 months plus EPA

ROUTE

Sales, Marketing and Procurement

OFF THE JOB

Min 6 hours a week

STUDY MODE

Remote & face to face

EPA

BCS: Awarding Body

WHAT YOUR APPRENTICE WILL DO FOR YOU

PLAN AND RUN CAMPAIGNS

Campaigns designed, built and measured across your platforms and channels.

BUILD YOUR BRAND

Consistent branding and communication across every channel.

STAY LEGAL AND COMPLIANT

Legal and regulatory considerations handled properly.

KNOW YOUR MARKET

Research and insight that shape smarter marketing decisions.

MEASURE WHAT MATTERS

Analytics and performance measurement with clear reporting.

KEEP YOU CURRENT

Emerging trends and technologies brought into your business.

COURSE CONTENT

EIGHTEEN APPLIED MODULES

Eighteen taught modules, each designed to develop practical multi channel marketing skills. The programme covers marketing principles, branding, content creation, market research, customer journeys, communications, campaign planning, digital tools, budgeting, analytics and campaign evaluation.

01 ROLE OF A MULTI CHANNEL MARKETER

Principles, Theory And Mix Behind Good Marketing

02 INTRODUCTION TO CONTENT MARKETING

Creating Content That Engages Customers

03 MEASURING AND EVALUATING MARKETING

Measuring Marketing Success Through Data

04 BRANDING

Building strong brands through identity, consistency and tone of voice

05 BUSINESS STRUCTURE AND OBJECTIVES

Aligning Marketing With Business Goals

06 MARKET RESEARCH, DATA AND TECHNOLOGIES

Using Data To Drive Marketing Decisions

07 ASSET MANAGEMENT & LEGISLATION

Managing Assets And Meeting Legal Requirements

08 MARKETING COMMUNICATIONS

Creating Clear And Effective Communications

09 CONTENT MARKETING & COPYWRITING

Creating Content That Connects

10 MANAGING MARKETING SUPPLIERS

Building Effective Supplier Relationships

11 CUSTOMER JOURNEY

Understanding The Customer Journey

12 CUSTOMER EXPERIENCE

Creating Positive Customer Experiences

13 WORKING WITH INTERNAL STAKEHOLDERS

Collaborating To Deliver Marketing Success

14 INTEGRATED MARKETING COMMUNICATIONS

Connecting Channels For Greater Impact

15 BUDGET MANAGEMENT AND ROI

Managing Budgets And Measuring ROI

16 CAMPAIGN MANAGEMENT TOOLS

Using Tools To Manage Campaigns

17 CAMPAIGN MANAGEMENT PROCESS

Planning And Delivering Successful Campaigns

18 REVIEWING CAMPAIGNS

Evaluating Campaigns For Better Results

HOW IT IS DELIVERED

Delivered remotely and face to face and grounded in your workplace. A minimum of six hours per week of off the job training across 18 to 21 months, with progress reviews every 8 to 12 weeks.

END POINT ASSESSMENT

Two assessment methods. A written project report with a real business application, presented with questions and answers, plus an interview underpinned by a portfolio of evidence. Graded fail, pass, merit or distinction.

ENTRY REQUIREMENTS

Suited to new recruits and existing staff in a marketing role. Apprentices work towards Level 2 English and maths in line with the funding rules.

ROLES AND PROGRESSION

Prepares your apprentice for Marketing Assistant, Marketing Executive and Social Media Executive roles. Typical progression: Digital Marketing Officer and Campaign Manager.

www.digitexacademy.co.uk