



# Multichannel Marketer - Level 3 Apprenticeship

The broad purpose of the occupation is to support customer focussed marketing activities that drive the demand for a product or service through awareness raising and/or perception building to generate results to the bottom line. The emerging green economy is creating increasing opportunities for new and complex services and products. This may require marketing activities to be focussed on raising awareness of the benefits of carrying out transactions or purchases or products within an environmentally sustainable model.

## WHO IS IT FOR?

- New entrants to the digital industry depending on digital marketing job role.
- Prior experienced in digital marketing role desirable.
- Individuals working in various organisations in digital marketing role.

## PROGRESSION

The Multi-channel Marketeer Level 3 Apprentices can progress to become a senior marketing officer or a manager in multi-channel digital platforms.

## TRAINING

Included in the programme:

- 11 Occupational duties
- Functional Skills English and Maths Level 2 as needed

## END POINT ASSESSMENT

The Multi-Channel Marketer EPA involves the following:

- Written Report /Project (2500 words)
- Portfolio of evidence based work

**Location: Workplace and College**



- Presentation and Q&A (45 mins)
- Professional Discussion based on Portfolio (60 mins)

Pass, Merit or Distinction grades may be awarded.

## **FUTURE OPPORTUNITIES**

Successful completion of multi-channel marketer standard will allow the completer to become associate member with Chartered Institute of Marketing (CIM), with Digital Marketing Institute (DMI) for Power membership and with Data and Marketing Association (DMA) for membership.

**Location: Workplace and College**

