



## Level 3 Digital Marketing

The role of a multi-channel marketer can be found in a wide range of organizations, from small businesses to multinational companies. In a digital marketing role, you will either work for a company or agency, providing marketing services to external clients, or you may be a part of an internal marketing team, focusing on marketing efforts for your own organization. This means you'll have the opportunity to drive business success through various marketing activities.

While the role is mainly office-based or remote, there will be occasions where you'll get to step out of the office. This could include attending exhibitions and events, meeting with external marketing suppliers, conducting market research, visiting clients, or supporting research activities.

As an employee in this occupation, your responsibilities will include creating marketing content, conducting market and customer research, monitoring campaign analytics, and using relevant marketing software. You'll also handle marketing administration tasks such as managing marketing literature and tracking expenditures.

But that's not all - as a multi-channel marketer, you'll have the opportunity to define, design, build, and implement campaigns across various platforms. Your focus will be on driving customer engagement and retention, and you'll have ownership of specific parts of the campaign.

### DURATION

The apprenticeship will typically take 23 months to complete.

### LEVEL

This apprenticeship standard is at Level 3.

### QUALIFICATIONS

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment.

### PROFESSIONAL RECOGNITION

This standard aligns with the following professional recognition:

- Chartered Institute of Marketing (CIM) for Affiliate
- Digital Marketing Institute (DMI) for Power
- Data and Marketing Association (DMA) for Individual

## | On Programme Learning

To achieve the Multi Channel Marketer Apprenticeship Standard apprentices are required to complete successfully:

- the on-programme period of training and development, including achieving the required Maths and English qualifications
- the end-point assessment (EPA)

On-programme learning will increase skills, knowledge and behaviours in the following areas:

SKILLS	KNOWLEDGE	BEHAVIOURS
<ul style="list-style-type: none"><li>• Written communication</li><li>• Research</li><li>• Technologies</li><li>• Campaign management</li><li>• Customer service</li><li>• Analysis</li><li>• Implementation</li><li>• Digital analytics</li><li>• Decision making</li><li>• Create assets</li></ul>	<ul style="list-style-type: none"><li>• Business structure</li><li>• Marketing principles</li><li>• Customer lifecycle</li><li>• Digital and social media strategies</li><li>• Digital etiquette</li><li>• Digital platforms</li><li>• Digital security</li><li>• Managing briefs and budgets</li></ul>	<ul style="list-style-type: none"><li>• Accountability and ownership</li><li>• Initiative and organisation</li><li>• Flexible and adaptable</li><li>• Working with team and stakeholders</li><li>• Seeks learning opportunities and professional development</li><li>• Integrity and confidentiality</li></ul>

The end-point assessment for the Multi Channel Marketer Apprenticeship consists of the following two assessment components:

- Project report with presentation and questioning
- Interview underpinned by portfolio of evidence

## | Off-the-Job Training

Apprenticeships are about upskilling an individual. Reaching occupational competency takes time. Many employers and apprentices have praised the positive effect off-the-job training has on their productivity and apprentices feel valued by the significant investment in their training. You may already have existing training programmes or materials you can use to deliver elements of the apprentice's off-the-job training. Off the job learning at HBTC may include sessions at the training centre, with follow up tasks being assigned in the workplace, time for assignments and research and specific training within the workplace. All off the job training must be relevant to the Apprenticeship Standard being undertaken. This will be agreed before the learner commences the programme and a flexible approach will be taken to meet learner and employer needs.

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