



Multi-channel marketer

Key information

Reference: ST1031

Version: 1.0

Level: 3

Typical duration to gateway: 18 months

Typical EPA period: 5 months

Maximum funding: £11000

Route: Sales, marketing and procurement

Date updated: 12/12/2023

Approved for delivery: 11 December 2023

Lars code: 737

EQA provider: Ofqual

Review: this apprenticeship will be reviewed in accordance with our change request policy.

Apprenticeship summary

Overview of the role

Support customer focussed marketing activities that drive the demand for a product or service.

Occupation summary

This occupation is found in small, medium, large and multinational organisations in private, public and third sectors such as the finance, construction, facilities, automotive, manufacturing, engineering, health, retail, food, hospitality, and IT. Multi-channel marketers will sit within a specific company/agency that provides marketing deliverables and advice to external clients, or within an internal marketing team, delivering marketing activities to drive that business. The role will be primarily office-based or remote working. They may spend time away from the work area attending exhibitions and events, meetings with external marketing suppliers, marketing research suppliers, visiting clients, trade shows, or supporting research activities.

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.

As part of the Marketing team the multi-channel marketers will contribute to the implementation of the Marketing strategy and plans. They will be responsible for delivering day-to-day marketing activities across a multitude of platforms, channels and systems that are essential to the

Marketing function and activities of the company.

In their daily work, an employee in this occupation interacts with a wide range of internal stakeholders such as members of their own team, other departments such as sales, operations, public relations, IT, HR, customer services, senior management and finance.

They also interact with external stakeholders such as clients/customers and suppliers such as printers, digital agencies, PR and media agencies, event display companies, market research agencies, and media sales professionals.

An employee in this occupation will be responsible for coordinating and delivering specific marketing activities such as marketing content creation, background market and customer research, monitoring campaign analytic and collecting data, using relevant marketing software/systems, maintaining marketing administration activities such as managing the supply of marketing literature, tracking marketing expenditure, supporting the procurement of, and overseeing the delivery of work by external and internal marketing suppliers.

Multi-channel marketers will define, design, build and implement campaigns across a variety of platforms to drive customer engagement and retention. In addition, they will be responsible for parts of the campaign within their area of responsibility. As part of the Marketing team, they will contribute to the implementation of the Marketing strategy and plans and will have responsibility for elements of the overall marketing plan.

They will be the first point of contact for day-to-day activities in the marketing team and will be responsible for allocating higher levels of work to the management team. This role will work on their own and in a range of team settings. They work within agreed budgets and available resources. Multi-channel marketers work without high levels of supervision, usually reporting to senior stakeholders. They may occasionally be responsible for decision making on smaller areas of campaigns, but more often will support or influence the decisions of others.

Typical job titles include:

Digital communications assistant

Digital marketing assistant

Marketing administrator

Marketing assistant

Marketing communications assistant

Marketing junior

Social media assistant

Duties

Duty 1 Contribute to the marketing plan, delivery or evaluation of strategic marketing activity through the creation of written planning and evaluation documents and presentations, e.g., marketing campaign, market and customer intelligence research, communicate and present to stakeholders, agencies and internal teams.

Duty 2 Use appropriate primary and/or secondary research methods including survey tools, key word research tools and desktop research to gather marketing insight or evaluation.

Duty 3 Use research data to inform marketing decisions, targeting, planning, delivery.

Duty 4 Source, create and edit content in collaboration with colleagues for appropriate marketing channels, such as website, email, social media, sales materials, affiliate marketing or event displays, ensuring that brand guidelines are met in order to achieve marketing objectives.

Duty 5 Support and manage the cataloguing of offline and digital marketing materials and assets in line with marketing regulations and legislation including sustainability of hard copy and digital campaigns, e.g., storage and organisation of marketing materials, administering creative asset management systems, recycling/circular economy/energy consumption.

Duty 6 Publish, monitor and respond to editorial, creative or video content via website, social media/video sharing platforms, offline platforms.

Duty 7 Support the administration of marketing activities, e.g., organise a webinar or online/offline event; run an email campaign, run a pay per click (PPC) campaign, support press, advertising and PR activity, and partner marketing activity.

Duty 8 Use the organisation's customer relationship management system (inhouse or externally sourced) to maintain accurate customer data and relationships are managed in the pursuit of marketing goals.

Duty 9 Identify and use relevant/emerging trends, solutions and technologies to implement effective marketing activities.

Duty 10 Contribute to the monitoring of marketing expenditure and activities to a specified budget and plan in line with company processes.

Duty 11 Monitor, optimise, analyse and evaluate marketing campaigns and channels in order to deliver on marketing objectives for the organisation and/or clients, measuring marketing delivery effectiveness.

Apprenticeship summary

ST1031, multi-channel marketer level 3

This is a summary of the key things that you – the apprentice and your employer need to know about your end-point assessment (EPA). You and your employer should read the EPA plan for the full details. It has information on assessment method requirements, roles and responsibilities, and re-sits and re-takes.

What is an end-point assessment and why it happens

An EPA is an assessment at the end of your apprenticeship. It will assess you against the knowledge, skills, and behaviours (KSBs) in the occupational standard. Your training will cover the KSBs. The EPA is your opportunity to show an independent assessor how well you can carry out the occupation you have been trained for.

Your employer will choose an end-point assessment organisation (EPAO) to deliver the EPA. Your employer and training provider should tell you what to expect and how to prepare for your EPA.

The length of the training for this apprenticeship is typically 18 months. The EPA period is typically 5 months.

The overall grades available for this apprenticeship are:

- fail

- pass
- merit
- distinction

EPA gateway

The EPA gateway is when the EPAO checks and confirms that you have met any requirements required before you start the EPA. You will only enter the gateway when your employer says you are ready.

The gateway requirements for your EPA are:

- achieved English and mathematics qualifications in line with the apprenticeship funding rules
- for the project report with presentation and questioning, the project's title and scope must be agreed with the EPAO and a project summary submitted
- for the interview underpinned by portfolio of evidence, you must submit a portfolio of evidence

Assessment methods

Project with report

You will complete a project and write a report. You will be asked to complete a project. The title and scope must be agreed with the EPAO at the gateway. The report should be a maximum of 2500 words (with a 10% tolerance).

You will have 12 weeks to complete the project and submit the report to the EPAO.

You need to prepare and give a presentation to an independent assessor. Your presentation slides and any supporting materials should be submitted at the same time as the project output. The presentation with questions will last at least 45 minutes. The independent assessor will ask at least 6 questions about the project and presentation.

Interview underpinned by a portfolio of evidence

You will have an interview with an independent assessor. It will last at least 60 minutes. They will ask you at least 6 questions. The questions will be about certain aspects of your occupation. You need to compile a portfolio of evidence before the EPA gateway. You can use it to help answer the questions.

Who to contact for help or more information

You should speak to your employer if you have a query that relates to your job.

You should speak to your training provider if you have any questions about your training or EPA before it starts.

You should receive detailed information and support from the EPAO before the EPA starts. You should speak to them if you have any questions about your EPA once it has started. Reasonable adjustments

If you have a disability, a physical or mental health condition or other special considerations, you may be able to have a reasonable adjustment that takes this into account. You should speak to your employer, training provider and EPAO and ask them what support you can get. The EPAO will decide if an adjustment is appropriate.

Professional recognition

This apprenticeship aligns with Chartered Institute of Marketing (CIM) for Affiliate

Please contact the professional body for more details.

This apprenticeship aligns with Digital Marketing Institute (DMI) for Power

Please contact the professional body for more details.

This apprenticeship aligns with Data and Marketing Association (DMA) for Individual

Please contact the professional body for more details.

Version log

Version	Change detail	Earliest start date	Latest start date	Latest end date
1.0	Approved for delivery	11/12/2023	Not set	Not set

Crown copyright © 2024. You may re-use this information (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence. Visit www.nationalarchives.gov.uk/doc/open-government-licence