



Level 3

Multi-Channel Marketer

APPRENTICESHIP

Designed for businesses who are looking to start or expand their marketing department, this course has been developed to equip learners with a diverse and practical range of skills.

Course Overview

As an employer, you may use this apprenticeship course to train a new starter, or to upskill an existing employee. The employee will need to have an element of marketing responsibilities within their role.

This course is ideal for an employee who is just getting started with their marketing career, it will help those who have marketing skills already add refinement to their work and understand the function of marketing within an overall strategy.



How does this course differ from the previous 'Digital Marketing Level 3' Apprenticeship?

Marketing is highly influenced by advancing technology and the natural changes that happen within the world of commerce. Recognising the need for the marketing employees of the future to be more dynamic, strategic and adaptable, this course has been re-designed to remove time spent learning skills which will become less relevant in the coming years, and instead focus on new, modern skills and change resilience.

Will my apprentice still learn digital marketing skills?

Years ago, digital marketing was a new and novel specialty, but these days, every modern marketer should have a knowledge of digital marketing fundamentals. The new name of this apprenticeship reflects the fact that digital marketing is now highly intertwined with all aspects of marketing.

Course Overview

Upon completion of the course, learners will have a good working knowledge of how to:

- Plan, deliver and evaluate a marketing strategy in line with the company's overall goals and objectives.
- Conduct appropriate primary and secondary market research, then analyse and apply learnings from this data to the marketing strategy.
- Source, create and edit marketing content such as social media, print, creative writing, sales materials, website content and more, in line with the company brand.
- Thoroughly and professionally catalogue marketing materials through the use of asset management systems.
- Monitor and manage the company's digital presence.
- Effectively manage and coordinate the administration of marketing activities such as webinars, email campaigns, PPC, PR and more.
- Utilise CRM systems to optimise campaigns with learnings from customer data.
- Identify and utilise new and emerging trends, such as AI.
- Contribute to the responsible and effective use of the marketing budget.
- Monitor, optimise and analyse ongoing campaigns to maximise their effectiveness.



Key Course Details

What job titles would be suitable for this apprenticeship?	Digital Communications Assistant, Digital Marketing Assistant, Marketing Administrator, Marketing Assistant, Marketing Communications Assistant, Marketing Junior, Social Media Assistant,
How much will this course cost?	This course is government funded in the vast majority of cases. It costs £11,000 to deliver, but the vast majority of companies will be eligible to pay just 5% at £550. You can learn more about funding on our website here.
How long does this course take to complete?	This is an 18-month apprenticeship. The programme is delivered during normal working hours and training can be flexible to meet the needs of your organisation. We use a blend of online, webinar and practical sessions, and the apprentice will receive regular 1-1 sessions and support from their tutor.
What are the entry requirements?	Learners will need to meet the following requirements: 16 years of age or older 5 GCSE's (grade A* to C/9 to 5) or equivalent
What qualifications will be received upon successful completion of the course?	Level 3 Multi-Channel Marketer Certificate in Principles of Marketing or Certificate in Digital Marketing

Topics of Study for This Apprenticeship Include:



- ▶ **Marketing theory, concepts and basic principles such as what marketing is, the marketing mix the promotional mix and the differences between each channel used.**
- ▶ **The business' structure, vision, priorities, and objectives, and how their marketing role supports these.**
- ▶ **Business tools used to measure the impact of business objectives, the wider environment and sustainability on marketing activities.**
- ▶ **What a marketing plan is, how it is built and its purpose.**
- ▶ **The importance of competitor analysis and how to undertake it.**
- ▶ **Brand theory such as positioning, value, identity, guidelines, and tone of voice.**
- ▶ **Content creation using principles of design and copywriting, and how to adapt for online and offline mediums e.g., writing digital content for the web compared to leaflets.**
- ▶ **Current and emerging technologies, software and systems which impact on marketing.**
- ▶ **Relevant regulatory and legislative requirements such as data protection, GDPR, cyber security, trading laws, and copyright law for the handling and processing of data and its application.**

Topics of Study for This Apprenticeship Include:



- ▶ **Principles of conducting marketing communications in an ethical and diverse manner.**
- ▶ **How internal stakeholders work to support the delivery of all marketing campaigns.**
- ▶ **Common marketing channels, cross channel behaviour, and how to manage and operate an integrated campaign using online and offline channels.**
- ▶ **How to brief and manage external marketing suppliers.**
- ▶ **How to adapt communications for appropriate stakeholders and internal audiences.**
- ▶ **The principles of content marketing, and content creation.**
- ▶ **Budget management and how to measure return on investment (ROI).**
- ▶ **The metrics for the delivery and evaluation of marketing activity**
- ▶ **The importance of reviewing campaigns regularly to ensure effectiveness and optimisation.**

Topics of Study for This Apprenticeship Include:



- ▶ **The campaign management process including research, planning, budgeting, implementation, and delivery.**
- ▶ **Tools used to support campaign management such as social media, Gantt charts, data analytics, and project management software.**
- ▶ **The customer journey including customer offline and digital touchpoints, customer personas, how to engage customers at different stages of their journey, sales funnels and how to segment an audience for targeting.**
- ▶ **The impact marketing has on the level of customer service or the customer experience, including community management channels**
- ▶ **Quality management and the maintenance of online and offline assets.**





Training Fees Could Be 95-100% Funded Via the UK Government

If your business pays less than £3 million in payroll each year, the government will cover 95% of the costs of your apprentice's training. If your payroll bill is over £3 million, you will fund apprenticeships through [the Apprenticeships Levy](#).

Your business will be eligible for 100% funding if you hire an apprentice that is 16 - 18 years old, and your business has less than 50 employees.

Small businesses with less than 50 employees, who hire an apprentice aged between 16 - 18 will qualify for a further £1,000 grant.

Apprenticeship Training: It's Not What You Think!

This training course is provided as part of the apprenticeships scheme, but don't let the unfounded connotations around 'apprenticeships' put you off!

Over the past few years the apprenticeships scheme has undergone a dramatic transformation. The government has recognised the need for modern skills in the workplace, and the apprenticeships scheme can provide just that.

Forget the old-fashioned view of apprenticeships being for school-leavers who want to learn a trade - the modern apprenticeship couldn't be further from that!

Apprenticeships are recognised qualifications that can be obtained on-the-job. Your employee or new starter will be trained by industry experts using a course designed by industry leaders. They'll be actively applying everything they learn to their everyday role.

Don't miss out on this under-utilised opportunity to upskill your workforce for free!

Study with NTG Training

We offer a range of apprenticeships for businesses, so you may find some of these courses of interest:



Content Creator Level 3

<https://ntgtraining.co.uk/level-3-content-creator-apprenticeship-course/>

Business Administration Level 3

<https://ntgtraining.co.uk/business-administration-apprenticeship-level-3/>



Departmental Manager Level 5

<https://ntgtraining.co.uk/operations-departmental-manager-level-5/>



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www.ntgtraining.co.uk



01244 678100



info@ntgtraining.co.uk