# Multi-Channel Marketer Level 3

This apprenticeship is for individuals that support customer focussed marketing activities that drive the demand for a product or service.

**A multi-channel marketer focuses on activities that drive the demand for a product or service through awareness raising and/or perception building to generate results.**

As part of the Marketing team the multi-channel marketer 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.

**Duration**

The typical duration to gateway is 15 months, plus 5 months for the EPA period.

**Entry Requirements**

Applicants must:

- Be new to or working towards a more senior role in marketing

- Achieve the required level of Maths and English as part of the apprenticeship if a recognised qualification is not already held

- Be employed and have the support of their employer to undertake the programme

## Benefits for learners

1. Build professionalism and confidence in a working environment
2. Learn a variety of marketing techniques to support promotion
3. Build interpersonal skills that supports teams and drives business

## Benefits for business

1. A motivated and productive team
2. Qualified staff
3. Responsible and adaptable team members

## Delivery

Our blended approach means that our programmes are flexible and enable apprentices to experience a range of learning and support opportunities in a variety of formats such as online or at a local ACL centre. The apprentice will have a dedicated tutor who they will meet (online or face to face) once a month who will guide them through their apprenticeship and prepare them for their End Point Assessment. Reviews of progress are carried out every 12 weeks with the learner, their line manager and the tutor. Additional workshops and seminars could be available to learners to support additional learning and the off job learning requirement.

## Commitment

6 hours a week (based on a 30-hour week) of a learner's contracted hours must be given to support the completion of the programme. Tutor led sessions are a mandatory part of the course along with any other learning activities set by the assessor or tutor. Maths and English may need to be undertaken in addition to the main qualification depending on previous attainment in these areas. It is likely that the learner will be required to undertake research, reading and write ups to support their learning. The programme requires 100% commitment from the learner & employer to ensure successful completion.

## Application Process

Applicants will:

- Complete an application form
- Undertake an Initial Assessment test that includes Maths and English
- Have an interview with an ACL team member to assess suitability and eligibility

Employers will:

- Sign a contract with ACL
- Consent to a health and safety checklist to be completed by an ACL team member

## End Point Assessment (EPA)

End Point Assessment (EPA) takes place at the end of the apprenticeship programme and is a comprehensive holistic assessment of the skills, knowledge and behaviours required as laid out in the apprenticeship standard.

The Level 3 Multi-Channel Marketer apprenticeship EPA is made up of the following:

**Project with report** - You will complete a project and write a report. The project title and scope must be agreed with the EPAO at the gateway. You will have 12 weeks to complete the project.

You will need to prepare and give a presentation to an independent assessor. The presentation with questions will last at least 45 minutes.

**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.