

L3 Multi-Channel Marketer Standard

Role Profile and Progression

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.

Course Content includes:

- 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.
- Use and understand appropriate primary and/or secondary research methods including survey tools, key word research tools and desktop research to gather marketing insight or evaluation.
- Use and understand research data to inform marketing decisions, targeting, planning, delivery.
- 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 to achieve marketing objectives.
- 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.
- Publish, monitor, and respond to editorial, creative, or video content via website, social media/video sharing platforms, offline platforms.

- 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.
- 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.
- Identify and use relevant/emerging trends, solutions, and technologies to implement effective marketing activities.
- Contribute to the monitoring of marketing expenditure and activities to a specified budget and plan in line with company processes.
- Monitor, optimise, analyse, and evaluate marketing campaigns and channels to deliver on marketing objectives for the organisation and/or clients, measuring marketing delivery effectiveness.

Functional Skills

Apprentices without English or Maths at Level 2 must achieve this prior to taking the end point assessment.

Qualification

- Apprentices will achieve the L3 Multi-Channel Marketer Standard.
- This apprenticeship aligns with Chartered Institute of Marketing (CIM) for Affiliate.
- This apprenticeship aligns with Digital Marketing Institute (DMI) for Power.
- This apprenticeship aligns with Data and Marketing Association (DMA) for Individual.

Duration

Typically 18 months

Venue

The course will be delivered and supported in the workplace and by the training provider.

If functional skills are required this may be delivered in the workplace or with the training provider.