

COURSE OVERVIEW

Multi-Channel Marketer (Level 3)

Over **15-18 months**, the total cost of this apprenticeship programme is **£11,000**, or for non-levy payers, this is a maximum fee of 5% of the cost of training (**£550**) spread over the course duration.

- ▶ Contributes to the marketing plan, delivery or evaluation of marketing
- ▶ Conducts research to gather market insight or to inform decision making
- ▶ Source, create or edit content across various channels such as websites, social media, marketing materials in alignment with brand guidelines
- ▶ Manages marketing assets in line with regulations
- ▶ Publish or respond to creative content on social media or video sharing
- ▶ Administration of marketing activities and campaigns
- ▶ Measures marketing delivery effectiveness

Entry Requirements:

Individual employers will set the entry criteria. This includes whether they will be required to achieve Level 2 English and Maths, prior to taking the end-point assessment.

This course is delivered through blended learning approaches to include classroom, virtual classroom and through regular workplace projects and observations.

Structured group training usually takes place bi-weekly with a **1:1 coaching** session every **4-6 weeks**, unless an alternative approach and schedule is agreed with the employer.

Click [here](#) to see the corresponding Skills England page for this apprenticeship course.