

APPRENTICESHIP FACTSHEET

MULTI-CHANNEL MARKETER

🕒 Duration: 18 Months | 📖 English & Maths: Level 2 | 📈 Level: 3

THE APPRENTICESHIP

Multi-Channel Marketers can be found in all sectors and businesses, and operate within industries such as business, IT, and more. A Multi-Channel Marketer will work for a specific marketing company, offering advice to external clients, or within an internal marketing team to achieve goals that help businesses succeed.

You will contribute to marketing strategies and be responsible for delivering marketing activities across platforms that are essential to their business. Marketers interact with internal stakeholders, including members of their team, and external stakeholders such as clients and customers.

This role can be office-based or remote, with time also spent attending exhibitions, marketing meetings, client briefs, trade shows, or research activities.

COURSE CONTENT

During this Apprenticeship, the learner will be required to develop knowledge, skills, and behaviours to effectively operate as a Multi-Channel Marketer. Including:



IT & DIGITAL
TOOLS



BUSINESS &
ORGANISATION



COMMUNICATION
& COPYWRITING



MARKETING,
PRINCIPLES &
PRACTICES



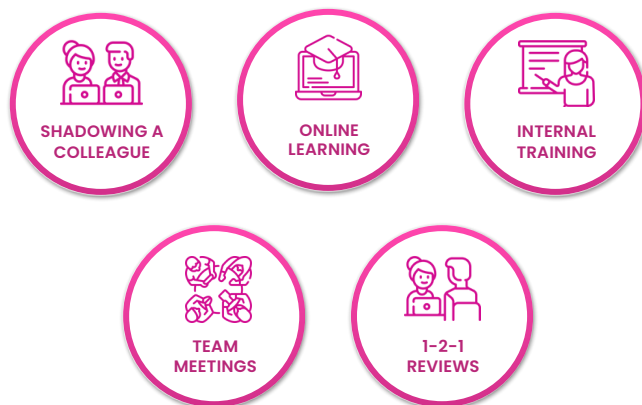
DATA ANALYSIS
& MARKETING
EVALUATION



FOR MORE INFO

OFF-THE-JOB TRAINING

The apprentice must receive off-the-job training (OJT) for a minimum of 20% of the time that they are paid to work throughout the duration of the Apprenticeship. There are many activities that can be calculated towards the OJT hours such as:



WHAT WILL YOU ACHIEVE?

This Apprenticeship will provide a deeper understanding of Marketing and assist with career development. By the end, you will be able to:

-  **UNDERSTAND MARKETING THEORY, CONCEPTS, AND BASIC PRINCIPLES, SUCH AS WHAT MARKETING IS.**
-  **USE TOOLS TO MEASURE THE IMPACT OF OBJECTIVES, THE WIDER ENVIRONMENT AND SUSTAINABILITY ON MARKETING ACTIVITIES.**
-  **IDENTIFY CURRENT AND EMERGING TECHNOLOGIES, SOFTWARE AND SYSTEMS WHICH IMPACT MARKETING.**
-  **CREATE CONTENT USING DESIGN PRINCIPLES AND ADAPT FOR ONLINE AND OFFLINE USE.**
-  **ACHIEVE A NATIONALLY RECOGNISED QUALIFICATION AND RECEIVE VALUABLE WORK EXPERIENCE**

END POINT ASSESSMENT

 **Duration: 3 Months**

The End Point Assessment (EPA) begins when the Employer, Apprentice, and Protocol Consultancy Services agree the apprentice has met the apprenticeship standard, as shown in progress reviews.

The EPA ensures industry standards are met and can start after twelve months of learning once the apprentice is competent. Functional skills in English and Maths must be completed before the EPA.

EPA Methods

-  **ASSESSMENT METHOD 1: A 2500 WORD PROJECT REPORT, ACCOMPANIED BY A 20 MINUTE PROJECT PRESENTATION AND A 25 MINUTE Q&A SESSION**
-  **ASSESSMENT METHOD 2: A 1 HOUR PROFESSIONAL DISCUSSION WITH THE IEPA UNDERPINNED BY A PORTFOLIO OF EVIDENCE**

WHY CHOOSE PCS?

Since 1996, Protocol Consultancy Services have guided over 5,000 learners through Apprenticeship programmes and achieved a 90% success rate. Benefits include:

-  **TRAINING IS TAILORED TO MEET THE INDIVIDUAL NEEDS OF THE LEARNER AND EMPLOYER**
-  **PERSONAL TRAINING ADVISORS DELIVER HIGH-QUALITY BLENDED LEARNING, FACE-TO-FACE TEACHING AND INFORMATION ADVICE AND GUIDANCE THROUGHOUT THE PROGRAMME**
-  **RESOURCES WILL BE PROVIDED TO ASSIST LEARNERS DURING THEIR APPRENTICESHIP**
-  **SUBJECTS ARE BROUGHT TO LIFE USING ONLINE RESOURCES AND VIRTUAL LEARNING ENVIRONMENTS**
-  **REGULAR UPDATES ARE PROVIDED TO KEEP YOU UP-TO-DATE OF YOUR PROGRESS**

PROGRESSION

There are several progression opportunities available following the completion of this level 3 Apprenticeship course, which members of our recruitment team will be happy to give you advice and guidance to support your choices.

Get in touch using the information or QR code below

CONTACT US

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