

Multi-Channel Marketer Advanced Apprenticeship

Ofsted Outstanding Provider

Course Level: Level 3

Campus: Newcastle

Subject Type: Accounting, Business, Travel & Legal

Course Overview:

This varied apprenticeship goes beyond the basics, delving into the intricacies of integrating different marketing platforms and tools, providing a practical and well-rounded education in multi-channel marketing strategies. In today's fast-paced and ever-evolving marketing landscape, it's crucial for businesses to master the art of multi-channel marketing to stay competitive and relevant, and this apprenticeship will help you to gain the skills needed for this type of role.

What's Covered:

The topics you will cover whilst training include:

Apprentices will use online and social media platforms to design, build and implement campaigns and drive customer sales. As part of this apprenticeship you will also complete a professional qualification at Level 3 - further details are available in the occupational brief available by following this link.

Course Content

: written communications; short and long term communication strategies; customer service through online platforms; problem solving across a variety of digital platforms; using digital tools to analyse data, online activity; using data analytics to measure and evaluate the success of digital marketing activities; building and implementing digital campaigns across a variety of digital media platforms; recommend and apply effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives. Furthermore you will interpret and follow the latest developments in digital media technologies and trends; marketing briefs and plans; company defined 'customer standards' or industry good practice for marketing; company, team or client approaches to continuous integration. You will also apply at least two of the following specialist areas: search marketing, search engine optimisation, e-mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click.

Technical Knowledge and Understanding:

You will learn and understand: the principles of coding; to apply basic marketing principles; to apply the customer lifecycle; the role of customer relationship marketing; how teams work effectively to deliver digital marketing campaigns and can deliver accordingly; the main components of Digital and Social Media Strategies; the principles of all of the following specialist areas: search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click and understands how these can work together; the similarities and differences, including positives and negatives, of all the major digital and social media platforms; to respond to the business environment and business issues related to digital marketing and customer needs; how digital platforms integrate in to the working environment; to follow the required security levels necessary to protect data across digital and social media platforms.

Typical job roles include:

The primary role of a digital marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer

engagement and customer retention. A digital marketer will typically be working as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. The marketer will work to marketing briefs and instructions. They will normally report to a digital marketing manager, a marketing manager or an IT Manager. Positions include: Digital Marketing Assistant, Digital Marketing Executive, Digital Marketing Co-ordinator, Campaign Executive, Social Media Executive, Content Co-ordinator, Email Marketing Assistant, SEO Executive, Analytics Executive, Digital Marketing Technologist.

Entry Requirements:

GCSE grade 5 or above in English is essential. GCSE grade 4 or above in maths.

Assessment Information:

To start the End Point Assessment, Apprentices must hold a Level 2 English and maths qualification.

A portfolio produced towards the end of the apprenticeship, containing evidence from real work projects which have been completed during the apprenticeship, usually towards the end. The portfolio will cover the totality of the standard and is assessed as part of the end point assessment

A project - giving the apprentice the opportunity to undertake a business-related project over a one-week period away from the day to day workplace

A structured interview with an assessor - exploring what has been produced in the portfolio and the project as well as looking at how it has been produced

An independent assessor will assess each element of the end point assessment and will then decide whether to award successful apprentices with a pass, a merit or a distinction.

Fees and Financial Support:

While you are on an apprenticeship your employer pays you a salary and supports you whilst you undertake your training.

Progression:

If you successfully achieve all parts of the apprenticeship, your assessor will discuss with you and your employer the next steps to take. Dependent on your roles and responsibilities, this may be the next level of the subject you have been studying already or a different pathway.

What else do I need to know?

An apprentice typically works for a minimum of 30 hours a week at the employer's site, plus one day each week developing knowledge at college or in the workplace.

How do I find out more?

For further information call:

T: 01782 254287 (Newcastle office)

T: 01785 275660 (Stafford office)

E: apprenticeships@nscg.ac.uk