

# MULTI-CHANNEL MARKETER

This training programme has been designed for those working in the data, digital and IT sector. Individuals will typically be working as part of a marketing team, in which they will contribute to the implementation of the marketing strategy and plans. The primary role of a multi-channel marketer is to take responsibility 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.

## Is this training programme for your business?

This programme is ideal for new and talented employees who want to learn and progress, or for your existing employees who are looking to retrain or upskill. It is ideal for those looking to develop their skills within the industry.

## The programme in brief

- Level 3
- Duration - 12 months
- Blended approach to delivery which could include webinars, face-to-face, Skype, telephone and online learning
- Development of the learner's knowledge, skills and behaviour relevant to the job role
- Learners aged 16–18 must achieve maths and English at Level 1 or 2, depending on the standard, unless exempt
- Adults can complete Functional Skills alongside their apprenticeship, as individually agreed on a case-by-case basis
- End-Point Assessment



Call: **01388 777 129**

Email: **[training@learningcurvegroup.co.uk](mailto:training@learningcurvegroup.co.uk)**

Visit: **[www.learningcurvegroup.co.uk](http://www.learningcurvegroup.co.uk)**

## The learner journey

**1. 12 months on-programme** – This is when the individual will learn the skills, knowledge and behaviours which will support them for their End-Point Assessment. The learner could partake in a combination of activities, such as classroom-based sessions, mentoring, shadowing, bespoke resources and off-site visits in order to support their learning and development.

From 1 August 2025, apprentices must complete at least 187 hours of off-the-job (OTJ) training over a minimum of 8 months, with some standards requiring more for those without prior learning. Learn more about [OTJ training hours](#).

**2. Gateway** – After the 12 months teaching and learning, you, your training provider and the learner will review the learners journey and decide whether it is the right time for the on-programme assessment.

**3. End-Point Assessment** – This is when your learner will need to demonstrate they have learnt the required knowledge, skills and behaviours, through an on demand knowledge test, a professional discussion, practical observation and business project.

## How your employees will learn

Support is available to help your employees get the most from their training programme. Therefore we will provide them with the support and guidance they need through a mixture of face-to-face and online learning. Learners will have a dedicated Vocational Skills Coach who is there to guide them through their training programme. As well as their Vocational Skills Coach, learners have unlimited access to learning and support materials online. All of this will help the learners to meet the standards set, resulting in them becoming competent and fully qualified.

The learners End-Point Assessment will be facilitated through an approved Assessment Organisation registered on the Register of Apprentice Assessment Organisations.

Take a look at our full [Apprenticeship Offer](#)

## What your employees will learn

### Knowledge:

Marketing fundamentals: theory, mix, and channel distinctions; business alignment: marketing supporting vision and objectives; tools for measuring impact on marketing activities; purpose and construction of a marketing plan; vitality of competitor analysis and execution methods; brand theory essentials: positioning, value, identity; content creation adaptation for diverse mediums; impactful current and emerging marketing technologies; regulatory considerations: data protection, GDPR, etc.; ethical and diverse communication principles in marketing; internal stakeholder support for marketing campaigns; managing integrated online/offline campaigns effectively; efficient briefing and management of external suppliers; tailored communications for varied stakeholders; budget management and ROI measurement in marketing.

### Skills:

Understand marketing theory and channel distinctions; interpret briefs and ensure timely delivery; plan and execute customer-focused tactics; create innovative content for varied campaigns; gather audience insights using research software; craft persuasive, on-brand copy; implement multi-channel campaigns; proofread for accuracy; design marketing assets; coordinate with suppliers; ensure legal compliance; use CMS for content; manage budgets via spreadsheets; utilise technology for marketing; leverage data for goals; monitor and adjust campaigns for budget adherence; regularly optimise campaigns; measure performance and analyse data.

### Behaviours:

Accountable and takes ownership of tasks and workload; responsible, shows initiative, and stays organised; adaptable and flexible in varying circumstances; collaborates across internal and external teams; actively seeks learning and professional development; maintains professionalism, integrity, and confidentiality.

For more information visit: [Skills England](#)