



As the digital marketing sector grows and evolves, so does the demand for qualified digital professionals. Our Multi-Channel Marketer programme focuses on teaching the latest approach and techniques in online and offline customer engagement. This will enable learners to learn the **latest knowledge on creating successful digital marketing campaigns**, alongside providing a **stepping stone towards a career in the industry**.

## Programme breakdown

As part of the Marketing team the multi-channel marketers will contribute to the implementation of the Marketing strategy and plans. They will be responsible 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.



**Duration:** Typically, 17 months (including 4 months EPA).



**Who is it for?:** Learners who wants to learn more about digital and offline marketing & will have exposure to it in their role.




**Requirements:** An interest in a broad range of digital and offline communications, social media and marketing. A minimum of 5 GCSE's (ideally A\* - C or 4 - 9) – Maths and English are also essential.



**Typical job roles:** Marketing Assistant, Digital Communications Assistant, Marketing administrator, Digital Marketing Executive, Social Media Assistant, Email Marketing Assistant, SEO Executive, Marketing Junior.



**Certification:** Certified by Chartered Institute of Marketing.  The Chartered Institute of Marketing



**Qualification & added value:** Google Analytics IQ. The learner will also receive a qualification in the Multi-Channel Marketer Level 3 Apprenticeship standard.

CIM Affiliate membership and access to MyCIM Library resource (subject to change by CIM)  
Access to 'Master of Marketers'.

# Induction process

## Pre-induction

Before the learner signs up to the programme, they will get invited to a briefing session to make sure it is right for them and then be introduced to our dedicated on-boarding team to ensure eligibility. From here, they will complete their English and Maths initial assessments and a date will be arranged to conduct their sign-up.

## Enrolment

During this session the learner's business coach will discuss the apprenticeship and show the learner around OneFile, our modular e-resource platform. They'll discover more about the modules that make up their apprenticeship and complete the enrolment process. Following the session, work will commence on their self-development project alongside completing the first pieces of e-Learning. Functional Skills learning will also be completed at this point if required.



# Coaching support

## Regular coach visit to

- Give feedback on any self-study the learner has completed.
- Provide one-to-one learning and support. This includes a quarterly progression review with the learner and their line manager.
- Gather evidence for their portfolio.
- Discuss their Maths and English skills.
- Support the learner for their knowledge module exams.

## Functional Skills

Functional Skills (FS) support the learners development of practical skills in English and Maths if they have not obtained grade A-C at GCSE level in those subjects.

They will need to sit the functional skills exam if they cannot provide evidence of certificates from their GCSEs. Their coach will provide support throughout their learner journey based on their individual needs.

## Additional Learning Support

All learners will take assessment tests through our Candidate Management Onboarding Team so we can identify any additional support methods that will benefit their learning and future career aspirations.

We provide our learners with a tailored learning support plan offering further individual development and growth, supported by their Business coach.

# Remote learning

Our learners benefit from always-on access to both our resources and training expertise. We have harnessed the latest technologies to provide a remote learning product that means learners can benefit from all our training and development programmes wherever they are.

## Online coaching

We have great coaches with years of experience in delivering the most relevant and useful information to support people to achieve their goals.

Now, through remote access technologies like [Microsoft Teams](#) or [Zoom](#), learners can see, hear and collaborate with our apprenticeship Business Coaches. This gives them direct access to ask questions and receive bespoke support relevant to the stage of their programme. This collaborative and interactive approach adds value to the learning experience and is now offered in a fully online environment.



# Learner journey

Learners will be supported monthly by our business coaches. This is alongside quarterly reviews involving the learner's manager & attending 6 days of facilitated training to ensure they are fully equipped to become a Digital Marketing professional.

## Milestone 1 - Months 1 - 3

### Onboarding & Induction

Learner completes induction & an individual learning plan is created

Discussion include health & safety, welfare, company aims & professional skills

- ✓ CPD Log
- ✓ Google Fundamentals

**Portfolio:** 5% complete



## Milestone 2 - Months 2 - 3

### Marketplace - (3 days)

- ✓ Marketing Fundamentals
- ✓ Business & Industry Awareness
- ✓ Market Research & Planning

**Portfolio:** 30% complete



## Milestone 3 - Months 3 - 5

### Marketing Plan & Strategy, Research & Development

Create & pitch your Marketing strategy for your business, ensuring you select channels, platforms & messaging that engages your audience & links to your business

**Portfolio:** 40% complete



## Milestone 4 - Months 4 - 5

### Campaigns & Channels - (3 days)

- ✓ Communications & Copywriting
- ✓ Content Strategy
- ✓ SEO, Social, Email Reports & Monitoring Campaigns

**Portfolio:** 50% complete



## Milestone 5 - Months 5 - 6

### SEO & Content Audit

Complete a content audit to identify improvements to improve engagement across marketing channels

Create, produce, edit, publish & optimise channels using paid, owned, & earned media

**Portfolio:** 65% complete



## Milestone 6

### Masters of Marketing Pathways

- ✓ Master classes
- ✓ MyCIM Library & webinars
- ✓ Google Analytics & Google Ads
- ✓ Meta Blueprint
- ✓ HubSpot - Content / Video Strategy

**Portfolio:** 80% complete



Google Analytics

## Milestone 7 - Months 4 - 12

### Marketing Portfolio

Demonstrate business & industry understanding & how you link your marketing strategy to your business to demonstrate impact. You will complete 3 campaigns, including & long & short-term strategy, leading to your showcase

**Portfolio:** 95% complete



## Milestone 8 - Months 11 - 13

### EPA Gateway Preparation

Career progression & next steps

Provide the learner with clarity of the end point assessment process & the expectation

Project Plan Development for EPA submission

**Portfolio:** 100% complete

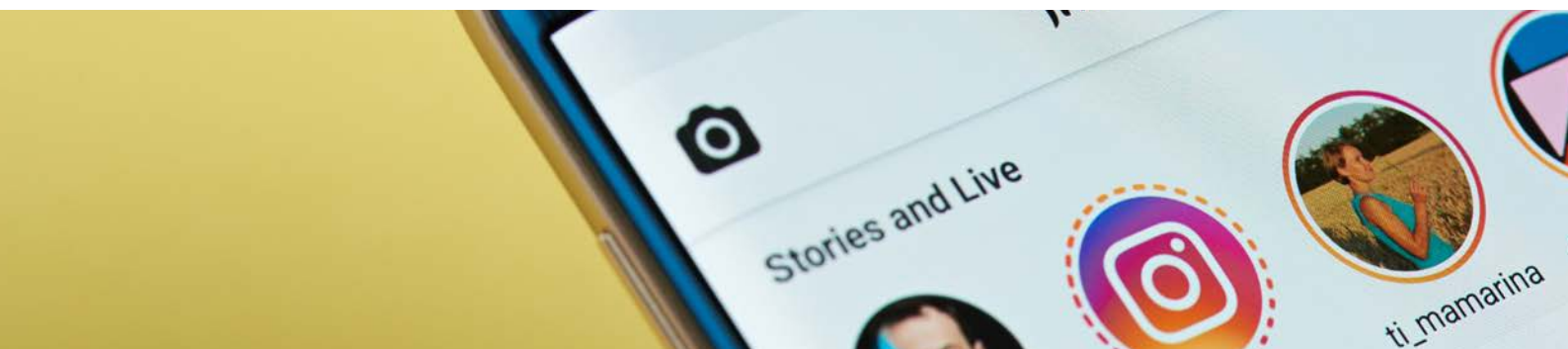


## Milestone 9 Months 14 - 17

### End Point Assessment

- ✓ Project or Campaign Report & Appendices (2500 words)
- ✓ Presentation (20 mins) & Q&A (25 mins)
- ✓ Professional Discussion (60 mins) supported by portfolio

**Outcome:** Learner meets business coach to explore next steps in their career



# Programme assessment

## End point assessment (EPA)

The final stage of the learner's learning journey is the EPA which will be carried out by an independent assessor. The EPA is broken down into three stages.

### EPA preparation

The learner will have an EPA preparation session which will help them get ready for the project showcase (Project Report, Presentation & Q&A) and Professional Discussion.

### Gateway

Gateway is a meeting that takes place towards the end of the programme, between the learner, their line manager and their coach, to discuss their progress and decide whether they fully meet the requirements of the apprenticeship standard. Once the learner's portfolio is completed to the required standard, the requirements for Functional Skills and the project scoping document are evidenced and complete, on approval by the 'Independent End Point Assessor', apprentices can proceed through gateway to their 'end point assessment'.

### Project Showcase & Professional discussion

- **Project Report:** The project report (2500 words + appendices / references) will be agreed between the apprentice and employer prior to the gateway period, supported by the business coach and will be completed in a 8-12 week period.
- **Presentation and Q&A:** This will take place with an independent assessor approx. 2 weeks after submission of your report.
- **Professional discussion:** The apprentice will undertake a 60-minute interview, supported by their portfolio of evidence submitted at gateway.

**After this stage, the learner will receive a final grade of either a pass, merit or distinction.**



## Our programmes

### Digital

1 Information Communications Technician	2 Data Readiness	3 Data Analyst
4 Business Analyst	5 Software Developer	6 Network Engineer
7 Multi-Channel Marketer	8 Content Creator	9 Marketing Executive

## Case Study - Deborah Halili - Digital Marketing Apprentice @ The Inform Team

I started my apprenticeship because I wanted to learn. Learn skills that would improve my professional capabilities and provide me with a set of tools that would set me apart. For me, this could only be done if I could see the inside of a business, and understand the importance of taking part in projects, learning from different people with different seniorities, with different experiences.

One of the aspects of the programme that I am very appreciative of is the **support**. Whether that is from my workplace mentor or Just IT mentor. Someone is always available to give you a wealth of knowledge. I also really enjoy the structure of the programme, from the beginning you're aware of what journey you're going to take and the learning and working go hand in hand.

I've learnt a wealth of **digital marketing knowledge** already, and seeing marketing strategies unravel before you in the workplace, and to be a part of them, is something that has helped me learn even more. If you want to learn while on the job, meet new people, gain new knowledge and skills and be able to apply them on live cases, then I definitely recommend the programme.

