

Multi-Channel Marketer (L3) Apprenticeship Standard

Level: 3

Type: Part Time, Apprenticeship

Start Date: Various - Various

Course Code: CQ4ASMCM3

Typical Duration: 18 Month(s)

Need to speak to us about a course?

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About the course

The Multi-Channel Marketer Level 3 apprenticeship is designed for individuals working in marketing roles who want to gain a nationally recognised qualification. It supports learners working independently or as part of a team, developing the knowledge and practical skills needed to plan, deliver and evaluate marketing campaigns across a range of digital and traditional channels.

In this role, learners will engage with internal and external stakeholders to support marketing activities and promote products, services or brands effectively. They will work across a variety of channels such as social media, email marketing, websites and print, ensuring content is targeted, engaging and aligned with organisational objectives. The programme also develops skills in campaign planning, content creation, data analysis, customer engagement, and evaluating the effectiveness of marketing

activity.

Suitable job roles include: Marketing Assistant, Digital Marketing Assistant, Marketing Executive, Social Media Assistant, Content Creator, Campaign Coordinator, Marketing Administrator and Communications Assistant.

Apprentices may attend college on day release for one day a week during term time for one academic year.

There is no upper age limit for apprenticeships making it a course ideal for those looking to start a career in a particular sector and looking to get qualifications that recognise their experience and gives them opportunity to progress further in their career.

Progression and career opportunities
Progression onto higher-level apprenticeships such as Digital Community Manager (Level 4), Marketing Manager, Digital Marketing Strategist, Content Strategist, Social Media Manager or other related marketing and communications roles, or further study in marketing, digital media or business-related qualifications.

Entry requirements
There are no formal entry requirements for this qualification; however, learners must be employed in a suitable administrative role and hold GCSE Grade 4 or above in English and Mathematics, unless they are aged 19 or over.

Assessment
This programme is delivered by CRC and the workplace and focuses on developing the knowledge, skills and behaviors needed to succeed in a multi-channel marketing role. Whilst on program apprentices will build a showcase portfolio of evidence comprising of 5 work-based projects. Once learners finish their training they will go through Gateway and complete the two components of the End-Point Assessment.

1. Assessment Method 1 – comprising of two components;
Component 1: Project with project output.
The project report must meet the needs of the employer's business and be relevant to the apprentice's occupation and apprenticeship. Apprentices will also prepare and deliver a presentation that is based on
the project

Component 2: Presentation with questions and answers, relating to the project.

2. Assessment Method 2

Interview underpinned by a portfolio of evidence.

Disclaimer

Whilst every effort is made to ensure the information is correct, some details may be subject to change. Cambridge Regional College reserves the right to make amendments to the courses, dates, fees or other details, and to make cancellations or changes if numbers are insufficient.