

### Who is it accredited by?

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Get Set UK delivers this standard through the British Institute of Recruiters as the preferred End Point Assessment Organisation.

### What is this apprenticeship standard?

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Typically, this apprenticeship will take 15-18 months.

Multi-channel marketers will sit within a specific company/agency that provides marketing deliverables and advice to external clients, or within an internal marketing team, delivering marketing activities to drive that business.

Multi-channel marketers will define, design, build and implement campaigns across a variety of platforms to drive customer engagement and retention. In addition, they will be responsible for parts of the campaign within their area of responsibility. As part of the Marketing team, they will contribute to the implementation of the Marketing strategy and plans and will have responsibility for elements of the overall marketing plan.

### What are the entry requirements?

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- Must be 16 or over and working at least 30 hours per week including all training and study time.
- Must be in an occupation relevant to the apprenticeship and hold a contract of employment.
- Must be allowed to use 6 hours a week of their working time to complete off-the-job training

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment and we will support the learner through this programme where necessary.

### What's involved with this apprenticeship standard?

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The apprentices will be required to attend virtual workshops over the period of their apprenticeships during which they will be able to interact with other learners taking this level 3 Apprenticeship and develop the knowledge required to support their end point assessment, typically these workshops will take place in the first 6-8 months of a learner's programme.

The learner will be assigned a Learning and Development Mentor who will work with them throughout the qualification to support/mentor/teach and advise and to ensure that they are learning and meeting the requirements of this standard. The majority of this will take place using virtual systems + online meeting. Face-to-face on site visits can also be arranged

To achieve the qualification they will be required to demonstrate a set of knowledge, skills and behaviours/personal attributes (KSB's) through an end point assessment process carried out by City and Guilds once the employer and the Get Set UK team agree the apprentice has met the requirements, this cannot happen until the learner has been on their apprenticeship for a minimum of 12 months.

**The end point assessment** will test the entire standard and comprises of the following elements:

- Portfolio – produced during the apprenticeship, containing evidence from real work projects which covers all the criteria of the standard. This is assessed as part of the end-point assessment.
- Project scoping document.

### After Gateway

- Project - giving the apprentice the opportunity to undertake a business-related project over a twelve-week period. This can take place at the employer's premises but in a separate area from the apprentice's usual desk.
- Project report and presentation.
- Structured interview with an independent assessor - exploring the portfolio and the project as well as looking at how they have been produced.

A summary of the knowledge, skills, and behaviours that will need to be demonstrated are as follows:

#### Knowledge

- Basic marketing principles
- Customer life cycle
- Digital marketing campaigns
- Social media strategies
- Emerging technologies & softwares
- Engaging with customers

#### Skills

- Logical and creative thinking skills
- Analytical and problem solving skills
- Use software to design and create marketing assets

#### Behaviours & Personal Attributes

- Work independently and take responsibility
- Use own initiative
- Thorough and organised approach
- Work with a range of internal and external people
- Effective communication

For a full breakdown and further information please visit the following website

<https://www.instituteforapprenticeships.org/apprenticeship-standards/multi-channel-marketer?view=standard>

## What's next?

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For more information on how we can upskill your existing employees using this apprenticeship framework or help you to recruit an apprentice please call 0203 905 6833 or email [info@getsetuk.co.uk](mailto:info@getsetuk.co.uk)