

# MULTI-CHANNEL MARKETER LEVEL 3



**Blended learning**  
including  
knowledge sessions



**Course duration**  
15 months (20  
months with  
apprenticeship  
assessment)



**EPA Organisation**  
Chartered  
Institute for  
Marketing



**Training time**  
Approx. 24  
sessions



**Funded learning**  
Funded via the  
Apprenticeship  
Levy



**Apprenticeship  
level 3**

## OVERVIEW

The Multi-Channel Marketer apprenticeship equips learners with the knowledge and skills to deliver engaging, customer-focused marketing activities that drive awareness, build brand perception, and generate demand for products and services. This dynamic role exists across all sectors and business sizes — from small enterprises to global corporations — within both in-house marketing teams and specialist marketing agencies.

Multi-channel marketers contribute to the delivery of marketing strategies and plans by coordinating content creation, conducting customer and market research, and monitoring campaign performance. They work collaboratively with internal teams and external stakeholders to ensure consistent messaging across multiple platforms, including digital, print, and social media.

By the end of the programme, learners will be confident in supporting and executing marketing campaigns that make a measurable impact on business performance.

## WHAT TO EXPECT

- As an apprentice, you will have approximately 24 educator sessions throughout the duration of your apprenticeship.
- You will see your educator every 3 weeks for your online sessions, these appointments will be there to discuss your progress, assign you tasks and prepare you for your apprenticeship assessment.
- The knowledge sessions you will attend will cover subjects such as:
  - Marketing theory.
  - Legislation in marketing.
  - Customer journey.
  - Campaigns.

## ENTRY REQUIREMENTS

Individual employers may set their own entry requirements. The apprentice must already be employed for over 16 hours per week.

- If a candidate is 16-18 they must have achieved maths and English at Level 2 prior to completion of the course, this is something that can be completed with us if needed.
- If a candidate is 19+ and hasn't achieved in Maths and English GCSE before enrolling, it is up to the employer to decide whether these qualifications should be attempted.
- The candidate must be employed in a suitable role.

## TYPICAL JOB ROLES

- Brand Assistant
- Marketing Assistant
- Marketing Campaigns Assistant
- Marketing & Communications Assistant
- Promotional Assistant

# COURSE CONTENT

## Marketing Planning & Strategy

Contribute to the creation, delivery and evaluation of marketing plans that support wider business objectives. Assist in implementing strategic marketing activities, coordinating campaigns and ensuring they align with brand values and audience needs.

## Research & Insight

Use a range of primary and secondary research methods to gather and analyse customer, competitor and market data. Interpret findings to inform campaign planning, audience targeting and overall marketing decision-making.

## Content Creation & Brand Management

Source, create and edit marketing content across multiple channels — including written copy, imagery, video and digital assets — ensuring consistency with brand guidelines. Support the cataloguing and organisation of marketing materials in line with legal, ethical and sustainability standards.

## Campaign Delivery & Communication

Assist with the execution of campaigns from concept through to evaluation, working with colleagues, clients and suppliers to meet deadlines and objectives. Communicate effectively with internal teams and external partners to ensure smooth delivery.

## Performance Analysis & Continuous Improvement

Track campaign performance, analyse key metrics and provide reports to evaluate success. Identify opportunities for optimisation, emerging trends and innovative tools to enhance future marketing activity and effectiveness.

# APPRENTICESHIP ASSESSMENT

The apprenticeship assessment includes:

- A project report (This report will be submitted during gateway).
- A 20 minute project presentation with 25 minute Q&A.
- A 60 minute professional discussion.

## ADDED VALUE - FREE ACCESS TO CHARTERED INSTITUTE OF MARKETING (CIM) MARKETING CLUB

Through the CIM Marketing Club, learners gain access to expert-led resources, insights, and development tools to help build confidence and launch successful marketing careers. This includes interactive learning platforms, industry blogs and articles, and MyDevelopment — a personal growth hub packed with e-learning content, interactive tools, and tailored career support.

What are the benefits?

- Join a global marketing community and network with industry professionals
- Access expert-led resources, insights, and tailored learning content
- Stay up to date with the latest industry trends, tools, and best practices
- Develop marketing confidence and enhance career progression opportunities

## EMPLOYER & LEARNER SATISFACTION

**97%**

of Apprentices would recommend us\*

**99%**

of Employers would recommend us\*

