



Apprenticeship Programme Guide

# MULTI-CHANNEL MARKETER

LEVEL 3



## DIGITAL AND DEGREE APPRENTICESHIPS

### Building tech careers in the workplace

We offer digital and degree apprenticeships that focus on the most in-demand tech skills including; cyber, IT, software development, data and digital marketing, along with others in project management and artificial intelligence (AI).

With programme pathways from Level 3 – Level 7, we help learners to progress and grow within your company, helping you retain talent and build capabilities.

Our award-winning approach to blended learning enables apprentices to develop further and faster, adding immediate value to their roles, whilst our interactive portal with real-time dashboards and trigger alerts enable managers to effectively and efficiently track progress.



**Experience:** 30,000 apprenticeships placed



**An unrivalled talent pool:** 100,000 apply to join our programmes every year



**Award-winning:** Recipient of the Gold Award at the Learning Tech Awards 2020 for our apprenticeship delivery model

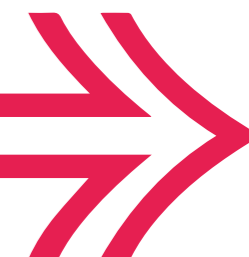
**98%**

Higher than average provider performance with a pass rate of 98.61%

Based on end point assessments by the BCS 2022

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# ROLE PROFILE

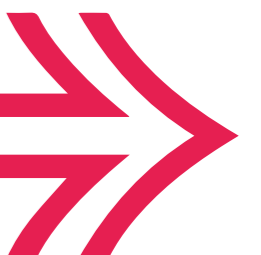
## MULTI-CHANNEL MARKETER

Multi-channel marketers work in a variety of industries. They may work internally or for a company or agency that provides marketing services to businesses.

The main purpose of digital and multi-channel marketers is to support customer-focused marketing activities that drive demand for a product or service. This may involve raising awareness, building brand perception, or generating leads. They will work with a variety of internal and external stakeholders to develop and execute marketing campaigns, and may also be responsible for managing budgets and resources.

### Multi-Channel Marketers need:

- Strong research skills
- The ability to analyse data and insights
- Creativity and logical thinking
- Project management
- Customer focus
- Attention to detail/ability to copy write and proof read content
- Collaboration and teamwork (ability to work with a range of internal and external people)
- The ability to work independently and take responsibility
- Future focus / ability to identify and harness emerging tools and technology



## JOB ROLE SUITABILITY

As an employer is it important to assess whether a candidate (a new hire or existing employee) is working in a suitable job role to successfully complete their programme.

### Job roles this programme is a great match for:

- Digital marketing assistant
- Digital marketing executive
- Digital communications assistant
- Marketing administrator
- Marketing assistant
- Marketing communications assistant
- Social media assistant
- Social media executive
- Campaign executive

To help you determine whether a candidate (a new hire or existing employee) will be working in a suitable job role to successfully complete this programme, you must be able to answer “yes” to the following questions.

Will they have the opportunity to build and implement marketing campaigns across a variety of digital and traditional marketing channels, gaining exposure to campaigns from research to evaluation?

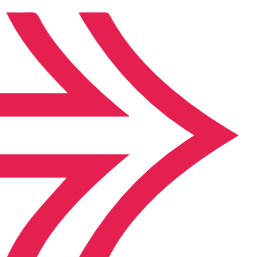
Will they use relevant trends, solutions and technologies to implement effective marketing activities?

Will they support administrative marketing activities that contribute towards marketing objectives such as: run an email campaign, run a pay per click campaign, support advertising or PR activities?

Will they source, create and edit content in collaboration with colleagues for appropriate marketing channels, such as website, email, social media to achieve marketing objectives?

Will they plan, monitor, measure and evaluate the success of marketing campaigns?

Will they contribute towards monitoring of marketing expenditures and activities to a specified budget and plan?



## ENTRY REQUIREMENTS

### The entry requirements for this programme are as follows:

- 3 GCSEs (or equivalent) at grades 4+ A-C in any subject
- GCSE Maths and English (or equivalents) at grades 3+ D or above
- The learner must not hold an existing qualification at the same or higher level than this apprenticeship in a similar subject

### Experience (if the learner can't meet the qualification requirements):

1 year work experience in any other profession or sector (i.e. not as an experienced Multi-Channel Marketer) and able to demonstrate working towards Level 2 in Maths and English.

## FINDING NEW TALENT

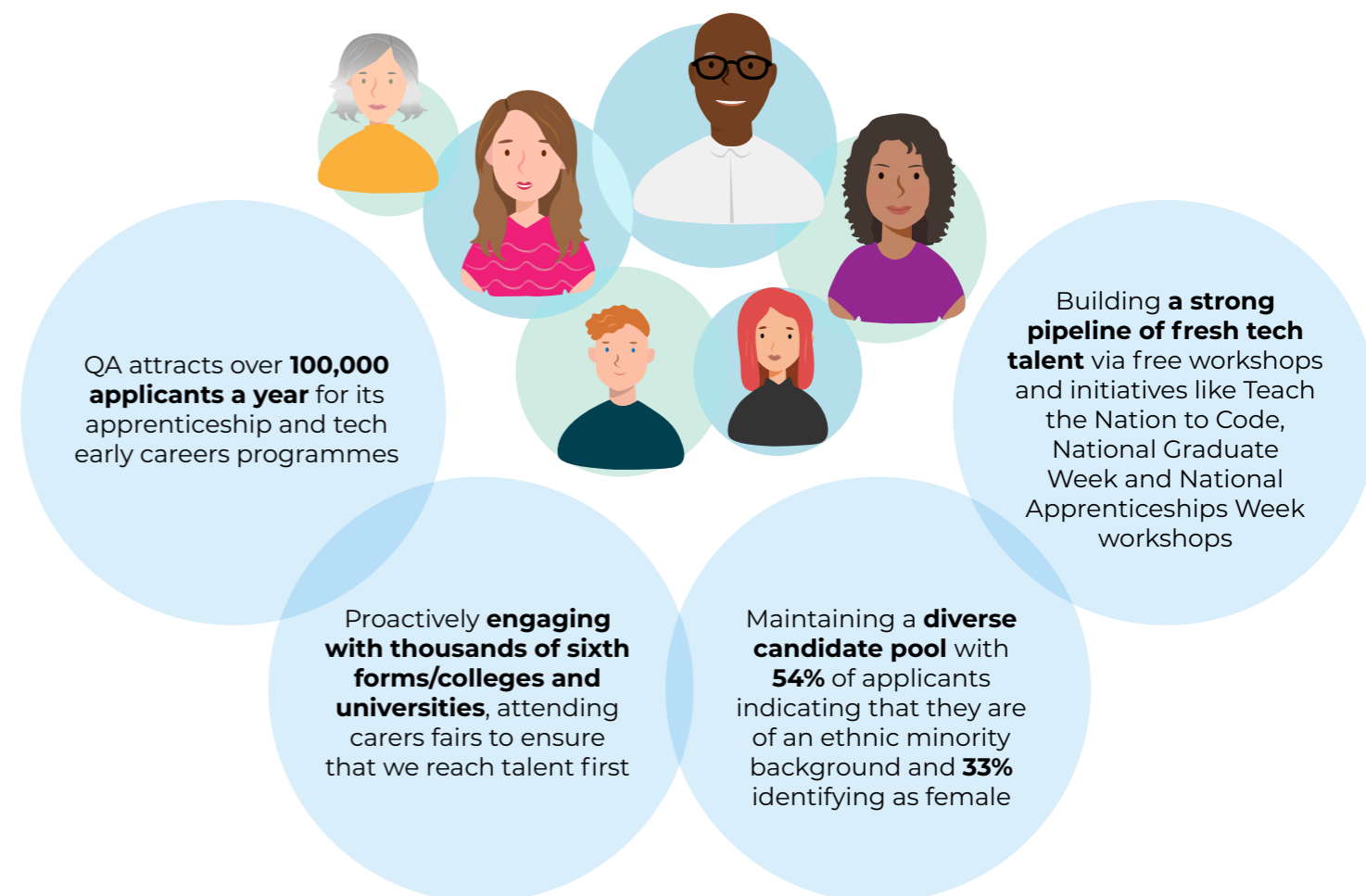
Each year, QA attracts over 100,000 applicants for our early careers opportunities, building a robust pipeline of fresh tech talent.

Our success lies in leveraging a wide array of channels and partnerships that ensure we have a constant flow of applications and access to a diverse range of candidates.

We have strong partnerships in place with educational and career institutions, including local job centres, career networks, youth groups, and universities.

We have a prominent presence on all major job boards in the market, ensuring maximum visibility for our job postings.

Our QA team employs social media campaigns to reach specific profiles in certain regions or demographics.



# DIVERSITY AND INCLUSION

## We're passionate about diversity in tech

It's our mission to help eradicate the gender gap, and make sure equal opportunities are given to applicants from all backgrounds. We do this through our long-standing partnerships, QA-driven initiatives and use of trending tools and software.

### Diversity-first candidate attraction

We've invested in using augmented copy checking tools to ensure language is inclusive, open to all and free from bias.

We use inclusive imagery throughout our campaigns – producing visual content that promotes diversity and inclusion.

### Promoting inclusivity

We nurture relationships with influencers, schools, colleges and universities via events and interactive sessions to ensure learners from all backgrounds are given the same opportunities.

### Diversity partnerships

We forge partnerships with like-minded organisations who share our vision on STEM gender equality including STEM women, Stemettes, Young Professionals and Coding Black Females.

### Initial Assessment

Every candidate goes through an initial assessment where their current knowledge, skills and behaviours are measured and mapped against the apprenticeship standard.

This process is an assessment of the apprentice's eligibility for an apprenticeship programme, and ensures they are placed on the right programme at the right time. This contributes towards a successful completion and a good learner experience.

### We make tech skills accessible to all

We run free tech workshops including 'Teach the Nation to Code' and 'Teach the Nation to Cloud' so anyone can explore technology career opportunities.

# A BLENDED APPROACH TO LEARNING

## How we deliver

QA apprenticeships are designed to immerse the apprentice in their job role while providing time for them to complete the required off-the-job training to become occupationally competent and ready to undertake End-Point Assessment to complete their apprenticeship standard.

QA Apprenticeships also provide more flexibility for the employer, allowing apprentices to learn through a combination of project and lab work, live events, self-research, self-paced learning and peer-to-peer learning.

Full-time apprentices (those that work 30 hours per week or more) will be required to spend at least 20% of the apprentice's normal working hours over the planned duration of the apprenticeship practical period on off-the-job training. This means the minimum requirement for apprentices working 30 hours or more per week is an average of 6 hours of off-the-job training per week (i.e. 20% of 30 hours) over the planned duration.

Employer coaching, shadowing and mentoring remain off-the-job training, however, there will be more defined requirements to guarantee this is directly related to the apprenticeship and will be part of the training plan.



# LEARNER SUPPORT



## Safeguarding at QA

Safeguarding means ensuring the safety and wellbeing of our learners.

At QA, this means ensuring our policies and processes promote and protect learner wellbeing and that while you are on programme, and that while on programme, we teach learners about the types of risk facing modern day British citizens.

This includes cyber risks, mental and physical health information, risks of radicalisation or grooming and much more.

### Ways to access support if you are worried for yourself or someone else:

- Call us – anytime 07808 050273
- Email: [safeguarding@qa.com](mailto:safeguarding@qa.com)
- Contact your Digital Learning Consultant (DLC), tutor or account manager
- Speak to any member of QA staff onsite



## Prevent at QA

Prevent is part of the Government's counter-terrorism strategy.

At QA, this means we teach our staff and learners about the four British values: democracy, rule of law, individual liberty and respect and tolerance.

We also work with Prevent partners to identify people at risk of being or causing terror related harm.

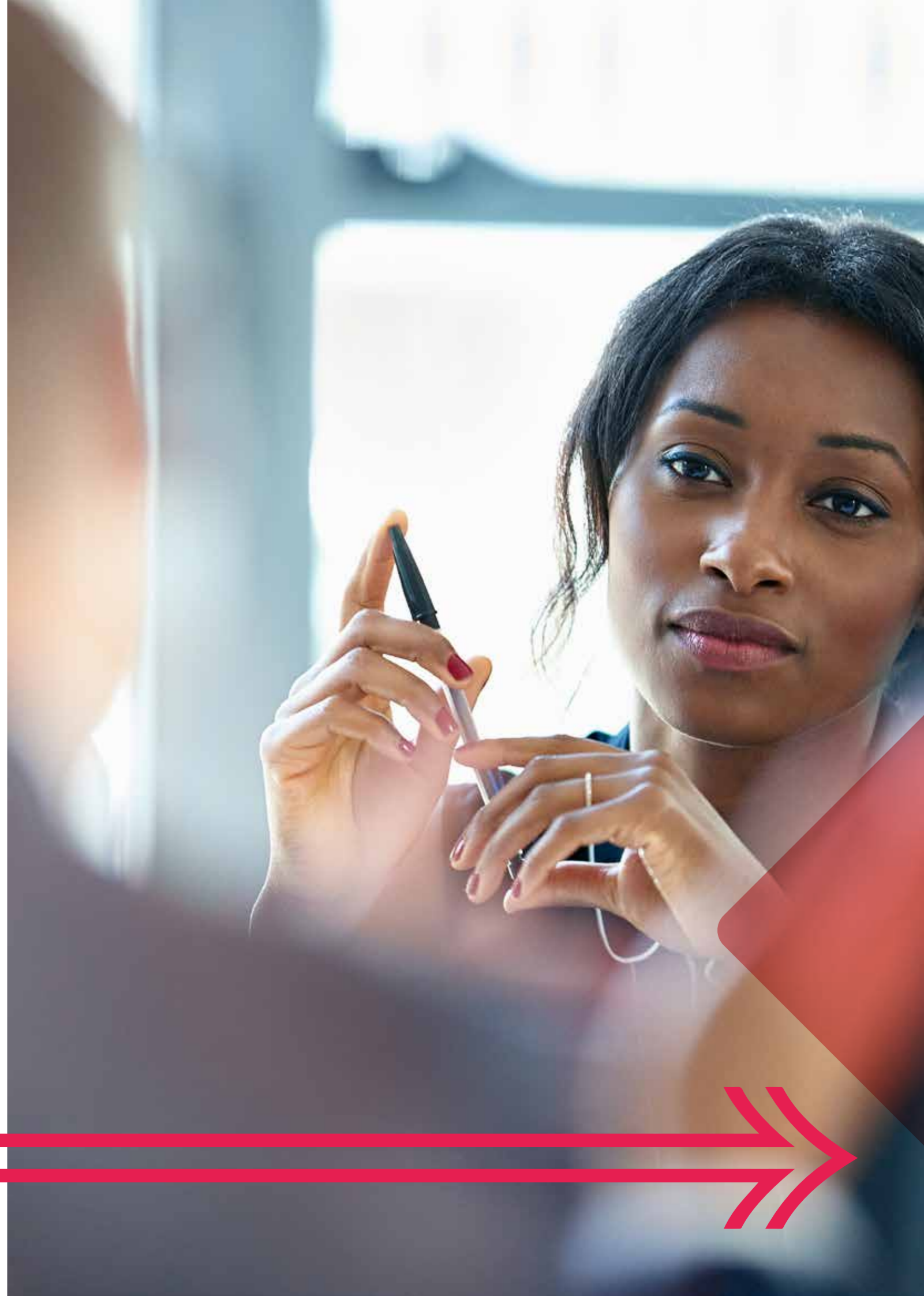


## Mental Health at QA

Emotional and mental wellbeing is an important component of successful learning.

Understanding how to protect mental health and promote emotional wellbeing is part of maintaining positive mental welfare.

We will always actively encourage conversations and make sure information is readily available to both learners and staff with regards to mental wellbeing.



# DIGITAL BY DESIGN APPRENTICESHIP PROGRAMMES

## Digital by Design programmes

QA Digital by Design apprenticeships provide a greater focus on online learning together with using live interaction where it adds the most value for learners.

It means that there is a single learner journey which brings teaching, coaching, learning and assessment into a single, repeatable flow for every module. This ensures that from the beginning of the programme there is a clear focus on successful completion of the end-point assessment (EPA).

In Digital by Design, these three elements will work together:

- The content
- The service and support
- The technology

## Discover, practise and apply

All QA apprenticeships use a guided discovery approach to learning, as opposed to traditional methods of delivery such as live events. This shifts the emphasis from content delivery to our learners and their context, resulting in the apprentice feeling empowered to take ownership of their learning experience through the “Discover, Practise, Apply” model.



### DISCOVER

Learners will learn the theory, by exploring subjects online and in the live events through our market leading Cloud Academy platform and Circus street content.



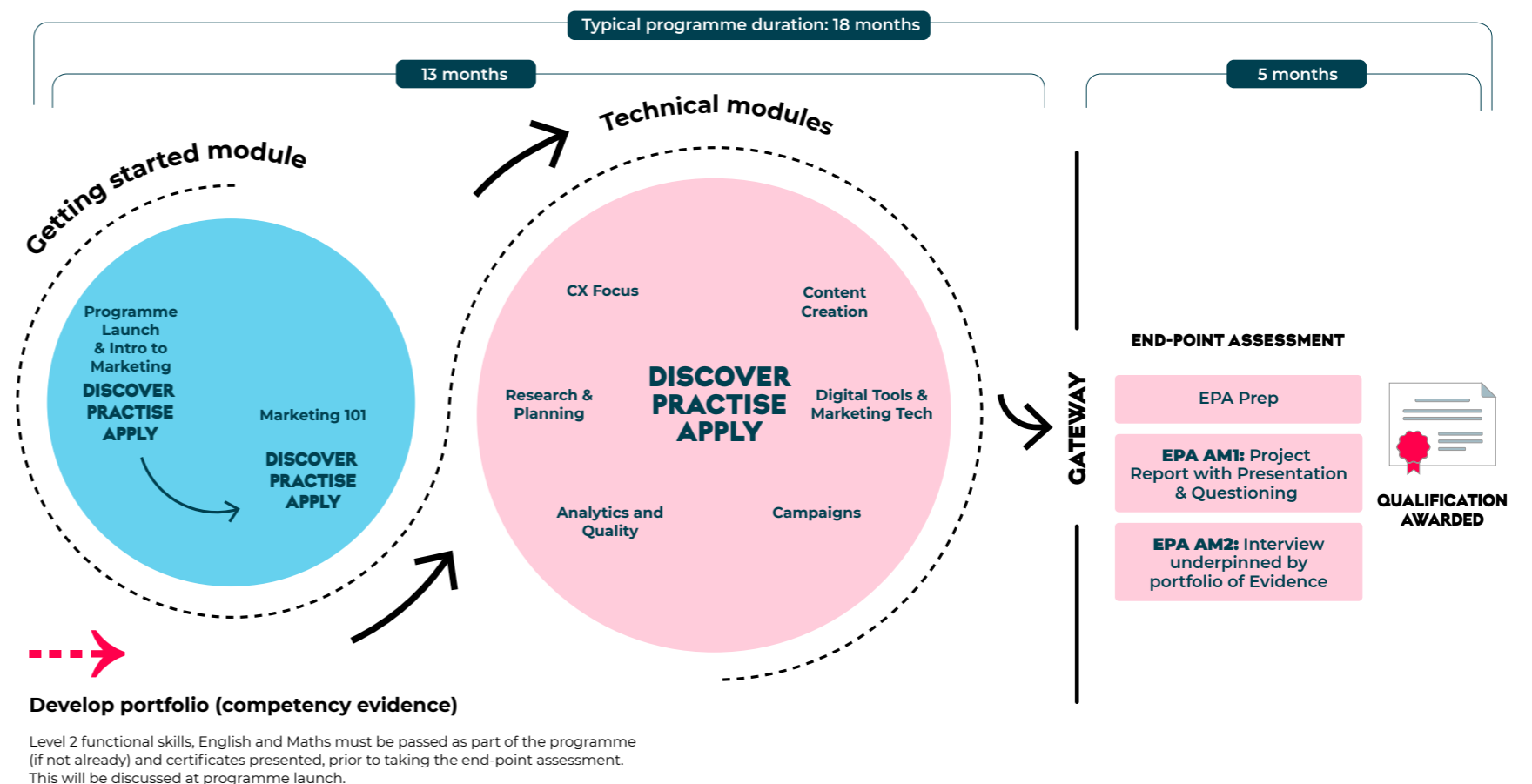
### PRACTISE

Learners will practise their new-found knowledge by completing activities - online, in a safe, engaging environment through gamified, realistic, collaborative sessions, in the live events and (most importantly) directly at work in their day-to-day role.



### APPLY

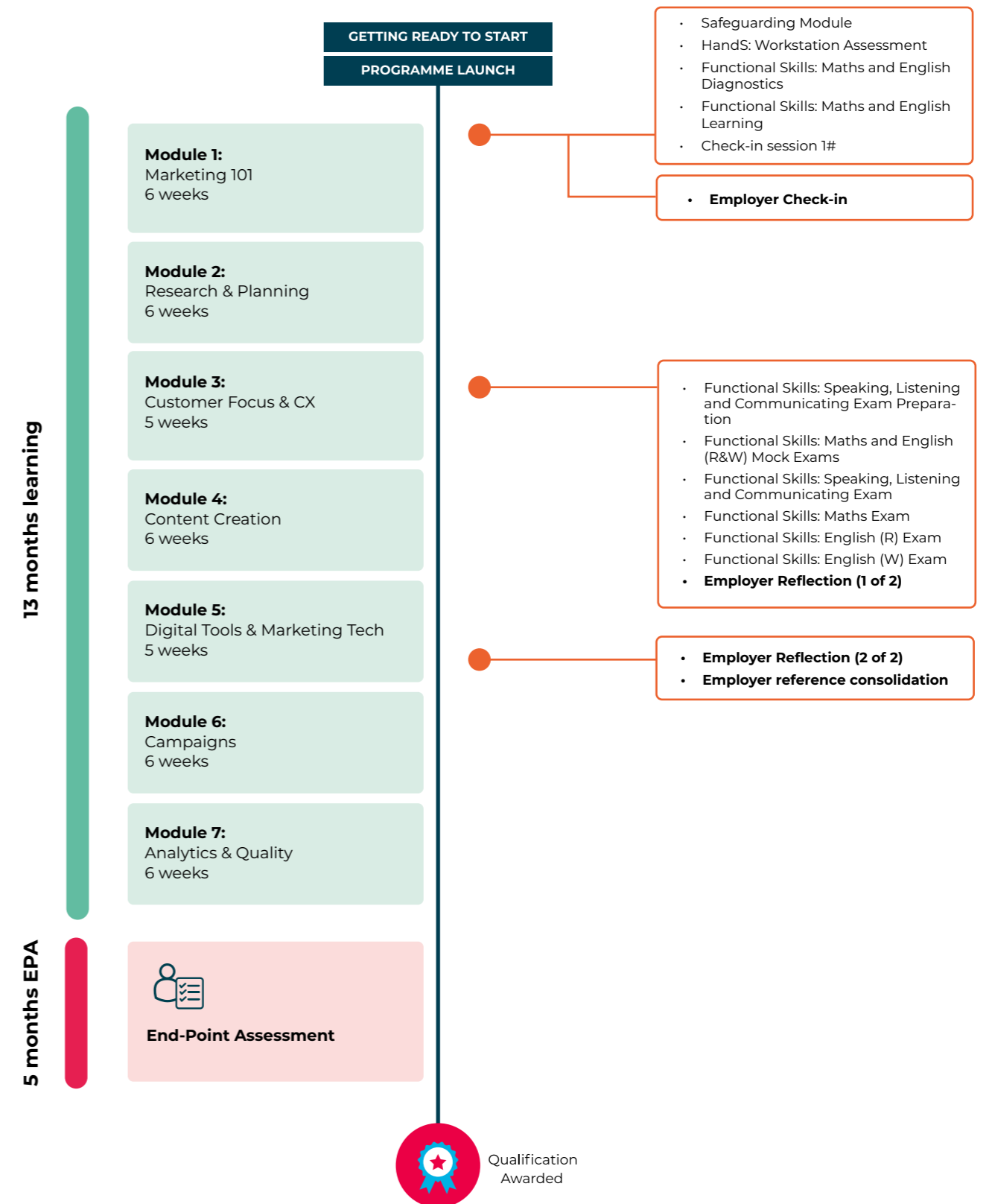
Learners will apply what they've discovered and practised at work. They will actively contribute to your organisation whilst building their portfolio of evidence (showing how they've applied their new skills) to gain their qualification.





# THE LEARNER'S JOURNEY

**Typical Programme Duration:** 13 months (+ 5 months for End-Point Assessment)



## GETTING STARTED MODULE

The modules in our Multi-Channel Marketer apprenticeship equip learners with the advanced skills they need for their role. Each module develops core set of skills they must be able to do well to be competent. In each module, learners will 'discover', 'practise' and 'apply' what they have learned.

This helps them put their newly found knowledge into action back at work. There are 7 modules to complete with the following learning outcomes.

### Module 1: Marketing 101

The Marketing 101 module introduces the learner to the world of Marketing. Apprentices will gain an understanding of the industry through varied activities, enabling them to put theory into practice in the workplace whilst building the foundation for future modules.

During the module learners will be introduced to key marketing theory, concepts, and the principles of marketing.

Learners will develop new skills and increase their understanding of core digital marketing topics including:

- Core marketing terminology such as; multi-channel, omni channel, Pay-per-click, Content Marketing, Copywriting, Content Management Systems, Search Engine Optimisation and Campaigns
- Marketing team structures and roles and responsibilities within the Marketing team
- How marketing roles support the business' vision, priorities and objectives
- The Marketing Mix including the extended marketing mix and the promotional mix
- What a marketing plan is, how it is built and its purpose
- Understand relevant regulatory and legislative requirements such as data protection, GDPR, cyber security, trading laws, copyright law, Advertising Standards Authority (ASA) for the handling and processing of data and its application
- Principles of conducting marketing communications in an ethical and diverse manner
- Develop knowledge of common marketing channels, cross channel behavior

**Module duration:** 6 weeks

**Learner-led:** 1 day

**Live sessions:** 3 days

# TECHNICAL MODULES

The remaining modules focus on the knowledge and skills required of a Multi-Channel Marketer in detail. After each module learners will 'apply' what they've learned at work on current projects.

## Module 2:

### Research & Planning

Having grasped the fundamental principles of marketing, learners progress on exploring research and planning to support marketing activities.

This module covers essential skills for anyone working in marketing including competitor analysis, internal stakeholder support, marketing activity planning, briefing and managing external suppliers, spreadsheet creation, adapting communications, and collaborative working.

In this module, apprentices will learn to:

- Understand the significance of competitor analysis and how to undertake it effectively
- Develop and interpret briefs for both external and internal stakeholders
- Plan and coordinate marketing activities
- Brief and manage external marketing suppliers
- Create and maintain spreadsheets to support marketing activities
- Adapt communications for appropriate stakeholders and internal audiences
- Work collaboratively with others across the organisation and with external stakeholders

**Module duration:** 6 weeks

**Learner-led:** 1 day

**Live sessions:** 2 days

## Module 3:

### Customer Focus and CX

The Customer Focus and CX (Customer experience) module is designed to introduce learners to brand theory, customer journeys, personas, customer targeting, and the explore impact of marketing on customer service.

In this module, apprentices will learn:

- The key concepts of brand theory, including brand positioning, value, identity, guidelines, and tone of voice
- How to develop and implement a brand strategy
- The customer journey, including offline and digital touchpoints, customer personas and how to engage customers at different stages of their journey
- Understand sales funnels
- How to segment an audience for targeting
- The impact that marketing has on the level of customer service or the customer experience, including community management channels
- How to use research and survey software to gather customer insights

**Module duration:** 5 weeks

**Learner-led:** 1 day

**Live sessions:** 2 days

## Module 4:

### Content Creation

This module focuses on content creation, content marketing, copywriting, design, and campaign management.

In this module, apprentices will learn:

- Understand the principles of design and copywriting, and how to adapt for online and offline mediums e.g., writing digital content for the web compared to leaflets
- Understand The principles of content marketing, and content creation
- How to create content for a variety of online and offline mediums that is both informative and engaging
- How to use content to support marketing goals
- How to use copywriting techniques to write persuasive on brand copy
- How to use design software to create marketing assets
- How to use a website content management system to publish your content
- Campaign management, and how to use data to inform your decisions

**Module duration:** 6 weeks

**Learner-led:** 1 day

**Live sessions:** 3 days

## Module 5:

### Digital Tools and Marketing Tech

The digital tools and marketing tech online module aims to enable learners to explore business tools, emerging technologies, and data and technology uses in marketing.

In this module, apprentices will learn:

- The use of different business tools that can be used to measure the impact of business objectives, the wider environment, and sustainability on marketing activities
- Current and emerging technologies, software, and systems that are impacting marketing
- The use of technology and software packages to support day-to-day activities, such as stakeholder communications, development of briefs, data analysis, report writing, presentations, and project management
- How to identify and use data and technologies to achieve marketing objectives

**Module duration:** 5 weeks

**Learner-led:** 2 days

**Live sessions:** 0 days



## Module 6:

### Campaigns

The Campaign module enables learners to discover campaign development, budget management, ROI, campaign monitoring, internal stakeholder support, and campaign optimization.

In this module, apprentices will learn:

- Different ways that internal stakeholders can support the delivery of all marketing campaigns
- How to generate innovative and creative approaches to campaign development
- Budget management and how to measure ROI (Return on Investment).
- The importance of reviewing campaigns regularly to ensure effectiveness and optimization

**Module duration:** 6 weeks

**Learner-led:** 1 day

**Live sessions:** 3 days

## Module 7:

### Analytics & Quality

The Analytics and Quality module covers marketing metrics, evaluation, quality management, and data analysis.

In this module, apprentices will learn:

- The different metrics that can be used to measure and evaluate the delivery and effectiveness of marketing activities
- Quality management and the importance of maintaining the quality of your online and offline assets
- Evaluate the delivery and effectiveness of marketing campaigns and identify areas for improvement
- How to use data analysis tools to record, interpret, and analyse customer or campaign data

**Module duration:** 6 weeks

**Learner-led:** 1 day

**Live sessions:** 2 days

## Gateway and end-point assessment

### Consolidation, preparation and assessment (Online)

This final component will get learners ready to go through the 'gateway'. The apprenticeship gateway is an internal QA process.

It will ensure that your learner's work is ready to be assessed by BCS. This exists to increase their chances of success.

At this pre-gateway stage learners will:

- Consolidate and submit their portfolio
- Consolidate and submit their final employer reference
- Conduct a mock EPA
- In addition to the items above, learners must have successfully completed:
  - All the Functional Skills exams (except exempted learners)

Once learners have met all the above criteria, they will go through the gateway. When approved, it takes 3 months from gateway to achievement.

During this time, learners will:

- Complete their workplace project
- Complete their interview

**Duration:** 5 months

## Qualifications earned



- BCS Level 3 Multi-Channel Marketer Apprenticeship

# LEARNING OUTCOMES

As well as being assessed on their multi-channel marketing knowledge, apprentices are also assessed on their ability to demonstrate the following competencies through their portfolio and interview.

This ensures balanced development – as the competency standards provide a greater emphasis on the importance of both multi-channel marketing and soft skills relevant to their role in the workplace.

A DLC will be available to support apprentices building their portfolio and record these skills throughout the programme.

## KNOWLEDGE

- K1: Marketing theory, concepts and basic principles such as what marketing is, the marketing mix the promotional mix and the differences between each channel used.
- K2: The business' structure, vision, priorities, and objectives, and how their marketing role supports these.
- K3: Business tools used to measure the impact of business objectives, the wider environment and sustainability on marketing activities.
- K4: What a marketing plan is, how it is built and its purpose.
- K5: The importance of competitor analysis and how to undertake it.
- K6: Brand theory such as positioning, value, identity, guidelines, and tone of voice.
- K7: Create content using principles of design and copywriting, and how to adapt for online and offline mediums e.g., writing digital content for the web compared to leaflets.
- K8: Current and emerging technologies, software and systems which impact on marketing.
- K9: Relevant regulatory and legislative requirements such as data protection, GDPR, cyber security, trading laws, and copyright law for the handling and processing of data and its application.
- K10: Principles of conducting marketing communications in an ethical and diverse manner.
- K11: How internal stakeholders work to support the delivery of all marketing campaigns.
- K12: Common marketing channels, cross channel behaviour, and how to manage and operate an integrated campaign using online and offline channels.
- K13: How to brief and manage external marketing suppliers.
- K14: Adapt communications for appropriate stakeholders and internal audiences.
- K15: The principles of content marketing, and content creation.
- K16: Budget management and how to measure return on investment (ROI).
- K17: The metrics for the delivery and evaluation of marketing activity
- K18: The importance of reviewing campaigns regularly to ensure effectiveness and optimisation.
- K19: The campaign management process including research, planning, budgeting, implementation, and delivery.
- K20: Tools used to support campaign management such as social media, Gantt charts, data analytics, and project management software.
- K21: The customer journey including customer offline and digital touchpoints, customer personas, how to engage customers at different stages of their journey, sales funnels and how to segment an audience for targeting.
- K22: The impact marketing has on the level of customer service or the customer experience, including community management channels
- K23: Quality management and the maintenance of online and offline assets.

## SKILLS

- S1: Develop or interpret briefs for external or internal stakeholders and measure delivery in-line with the specification and agreed timelines
- S2: Plan and coordinate a marketing activity using marketing tactics to acquire and retain one or more customer segments using available resources.
- S3: Contribute to the generation of innovative and creative approaches across video, images, and other formats, both online and offline, to support campaign development.
- S4: Use research/survey software to gather audience insight and/or evaluation to support the project.
- S5: Use copywriting techniques to write persuasive text/copy to meet a communications objective ensuring it is in-line with organisational brand guidelines.
- S6: Build and implement multi-channel campaigns across a variety of platforms, either offline or digital media.
- S7: Proofread marketing copy ensuring it is accurate, persuasive and is on brand.
- S8: Use software to design and create marketing assets to meet the technical specification.
- S9: Contribute to the research of external suppliers to support recommendations and procurement of marketing goods and services.
- S10: Organise offline and digital assets ensuring they are co-ordinated and legally compliant.
- S11: Use a website content management system to publish text, images, and video/animated content.
- S12: Create and maintain spreadsheets to support marketing activities such as project/budget planning and organisation of marketing assets.
- S13: Use technology and software packages to support day to day activities, e.g., stakeholder communications, development of briefs, data analysis, report writing, presentations and project management.
- S14: Identify and use data and technologies to achieve marketing objectives.
- S15: Monitor and amend campaigns to meet budget requirements including time and monetary costs.
- S16: Review campaigns regularly to ensure effectiveness, to optimise the results.
- S17: Measure and evaluate campaign delivery to identify areas for improvement.
- S18: Use data analysis tools to record, interpret and analyse customer or campaign data.

## BEHAVIOURS

- B1: Has accountability and ownership of their tasks and workload.
- B2: Takes responsibility, shows initiative and is organised.
- B3: Works flexibly and adapts to circumstances.
- B4: Works collaboratively with others across the organisation and external stakeholder

# HOW TO GET READY FOR THE END-POINT ASSESSMENT

We want to deliver memorable learning experiences, whilst developing learners with well-rounded skillsets, ready to meet their professional requirements.

To ensure we are achieving this goal consistently, it is important for learners, digital learning consultants and employers to work together to ensure learners are supported to succeed in their apprenticeship's end-point assessment (EPA).

In this section we outline a number of guidelines which intend to provide a framework so that this can be achieved in a consistent way.

**Preparation for the end-point assessment starts from day one.**

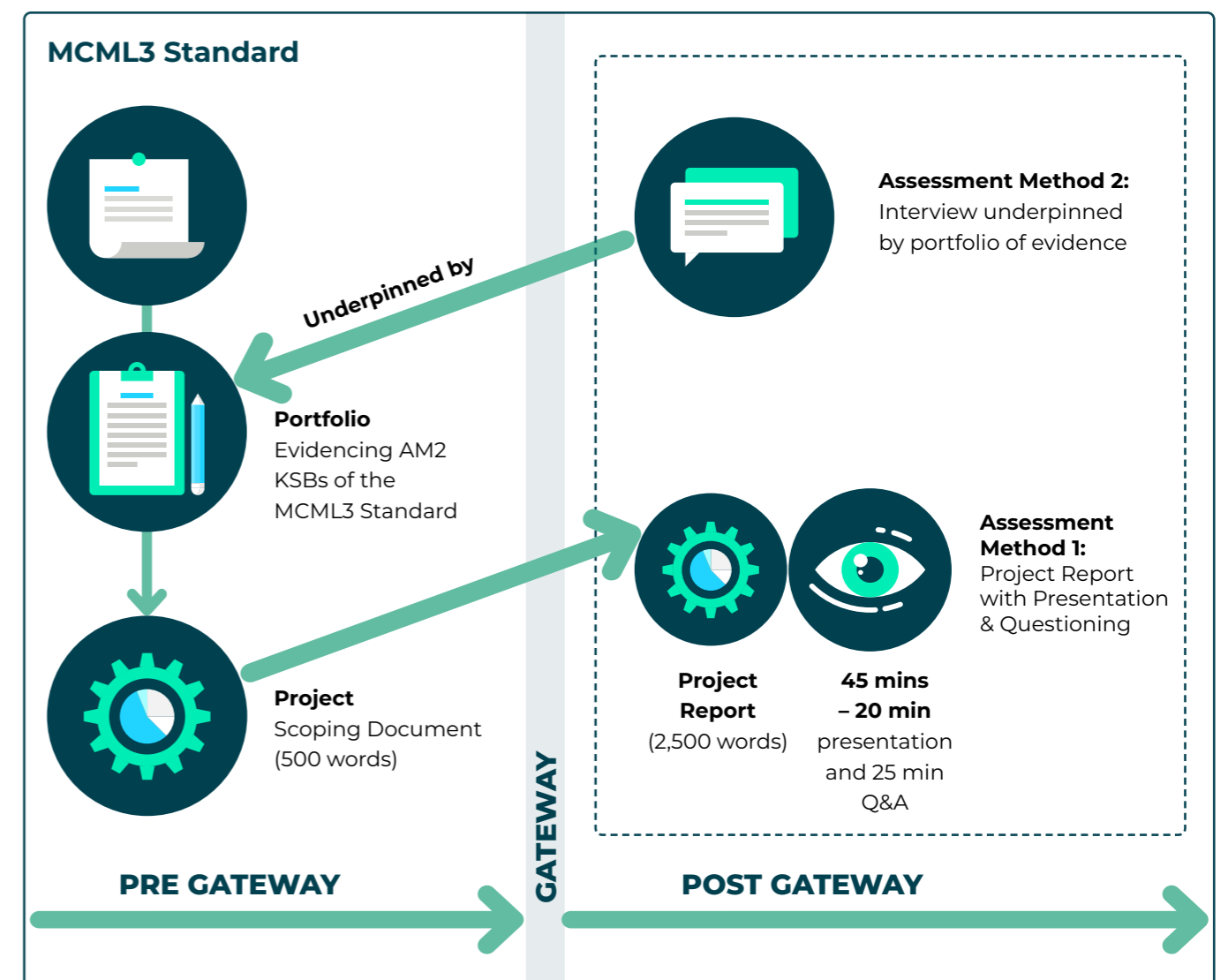
## STAYING ON-TRACK THROUGHOUT THE PROGRAMME

Learners and employers should start preparing for EPA from the start of the programme. Employers will need to ensure that learners are given the right opportunities at work to develop and prove the knowledge, skills and behaviours in the standard.

For this reason, it is very important to keep learners, digital learning consultants and employers informed about the programme progress. It is critical to the success of the apprenticeship programme that all of the above work together to ensure that each learning journey is kept on-track avoiding further interventions (and time commitment) whenever possible.

To help learners with this, we have created two guiding documents – a programme timeline, and a progress review map – so progress can be checked against it, at any time. Any progress deviations above 15% will be reviewed on a case-by-case basis. This is to ensure the apprenticeship is progressing in a timely manner.

# HOW THE EPA IS GRADED





## EXPANDING YOUR SKILLS WITH CLOUD ACADEMY AND CIRCUS STREET

Our apprentices are given full access to our proprietary **Cloud Academy** platform for the duration of their programme.

Cloud Academy brings the very latest and up-to-date content to our apprentices through single units, courses and comprehensive learning paths to really build on the core learning outcomes defined within the programme. Furthermore, apprentices are able to prepare for the full suite of vendor qualifications across AWS, GCP and Azure and much more.

Cloud Academy users also benefit from Hands-On Labs, Lab Challenges and Lab Playgrounds providing a safe, sandbox environment in which our learners are able to practise in real time through guided walkthroughs or through their own exploration.

Check out the [Training Library - Cloud Academy](#).

This programme is also enhanced with access to **Circus Street** learning and materials.

Circus Street is a global leader in Marketing and e-commerce training. Multi-Channel Marketing apprentices will have access to over 140 marketing related modules and additional learning available to advance your skills and achieve further accreditations.

Circus Street transforms multi-channel marketer skills training by making it interactive, effective and informed by up-to-the-minute expertise.



**FOR MORE  
INFORMATION,  
PLEASE CONTACT**

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[qa.com/contact](http://qa.com/contact)



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This information is correct as of publishing in January 2024