

Multi-channel Marketer Level 3

Duration: 16 months

Training method: Blended

Funding value: £11,000



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Course overview

Learn how to contribute to the implementation of the marketing strategy plans. Multi-channel marketers 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.



Role responsibilities

The primary contact for day-to-day operations within the marketing team, a multi-channel marketer is tasked with assigning substantial work to the management team. Operating both independently and within various team environments, this role adheres to agreed budgets and utilises available resources. Multi-channel marketers function under a high level of supervision, typically reporting to senior stakeholders. While occasionally making decisions on smaller facets of campaigns, their more frequent role involves supporting or influencing the decisions of others.

Typical job roles

Roles include Digital Communications Assistant, Digital Marketing Assistant, Marketing Administrator, Marketing Assistant, Marketing Communications Assistant, Marketing Junior and Social Media Assistant.

Course units (over 12 month period)



Project 1: Research and evaluation

Utilise surveys, keyword tools and research for marketing insights. Analyse gathered data to shape marketing strategies, target audiences and execute plans.



Project 2: Planning a marketing plan

Support strategic marketing by creating concise planning documents and presentations for marketing initiatives, aiding in their execution and assessment.



Project 3: Customer relationship management

Leverage the organisation's CRM system (in-house or external) to maintain precise customer data and effectively manage relationships, aligning with marketing objectives.



Project 4: Content creation

Create, edit, and manage content across diverse marketing channels (websites, emails, social media, etc.) in line with brand guidelines, collaborating with colleagues for effective delivery.



Project 5: Managing/monitoring a marketing campaign

Track marketing spending within a budget and company protocols. Analyse and optimize campaigns and channels to meet objectives, assessing the effectiveness of marketing delivery.



End Point Assessment (4 months)

After the 12 month tutorial sessions apprentices will be required to submit material to pass their EPA. This will be in the form of 1-1 sessions with their work coach. During the EPA period as an employer, you will be required to assign a live project brief to the apprentice, this will work alongside the other evidence the apprentice will need to submit.



Why BCE

Established in 2000, BCE is the largest creative college in London and has deep ties to the creative industries.

- We have extensive industry experience across all members of staff
- Ofsted grade 2 provider
- Specialist recruitment service
- Dedicated account manager
- £30m has been invested in BCE's three industry campuses since 2015
- 88% of BCE apprentices progress to creative careers
- To upskill current workforce and offer CPD opportunities

What you can expect during the apprenticeship

Hiring an apprentice with Big Creative education will support to shape the future of your emerging talent pipeline. Our tried and trusted methods are centred around commitment from the Employer, Apprentice and Training Provider (BCE).

The outlined expectations are essential for all involved to guarantee the apprentice and employer benefit from the apprenticeship. For an employer cohort of 8 apprentices or more, employer's can benefit further from:

- Closed cohorts
- Tailored delivery plan
- Bespoke learning modules and schedule

Training Provider (BCE)

- Provide a dedicated account manager to support the on boarding of apprentices
- Undertake initial and prior learning assessment to establish the apprentice and employer needs
- Provide high quality training and coaching to support the apprentice
- Support learners with EPA preparation
- Provide support to enhance the learners employability and well-being

Employer

- Provide a supportive and safe working environment for the apprentice
- Allocate for the 20% off-the-job training
- Attend one-to-one review with the learner and BCE to discuss progress, offer feedback and guide their development
- Provide apprentices with learning opportunities to support personal and professional development
- Maintain regular communication with the apprentice and BCE

Apprentice

- Prepare and plan for tutorials and coaching sessions
- Attend all planned training and one-to-one sessions
- Complete all off-the-job training logs
- Communicate support needs to both employer and BCE
- Commit and take ownership of own learning and development

