Multi-channel Marketer

Level 3

Duration: 12 months
Training method: Blended



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BIG CREATIVE EDUCATION APPRENTICESHIPS TRAINING ACADEMY

Let's talk

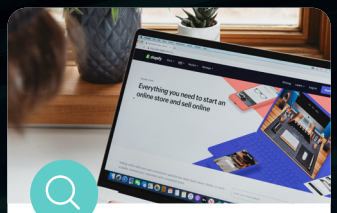
1 Course overview

Equip your team to deliver marketing that drives results - from strategic planning and audience insight to campaigns that strengthen your brand across every channel.

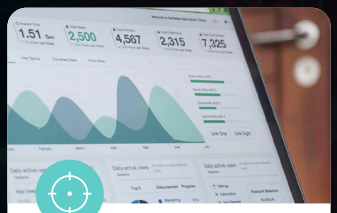
Role expectations	Multi-channel marketers plan, deliver and support campaigns that meet business goals, balancing independent delivery and team collaboration while managing resources, budgets and stakeholder priorities.
Typical job roles	Perfect for marketing-focused roles, from Digital Marketing and Communications Assistants to Marketing Juniors and Social Media Assistants supporting campaigns across teams and channels.
Shape your own journey	Our flexible delivery model lets you tailor training to your team's needs - combining core units with optional discovery and employability modules to build capability and boost on-the-job performance.

Core units (over 9 month period)

Optional CIM qualification available: CIM | The Chartered Institute of Marketing



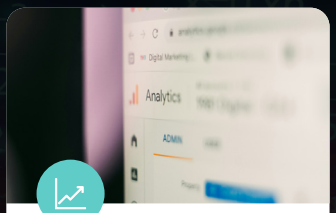
Module Group 1: Campaign Foundations (modules 1–2)
Build strong campaign briefs through marketing essentials, research, competitor insight, and environment scanning.



Module Group 2: Campaign Strategy (modules 3–4)
Turn insight into strategy with positioning, ICPs, customer journeys, and SEO-led content that aligns to brand goals.



Module Group 3: Campaign Delivery (modules 5–6)
Deliver campaigns with confidence by managing content operations, legal requirements, asset workflows, and channel planning.



Module Group 4: Data & Performance (modules 7–9)
Harness segmentation, data, budgeting, measurement, and evaluation to report impact and optimise campaign performance.

Essential skills for success
Across 3 core sessions, apprentices develop:

- Strong communication skills
- Teamwork and personal growth
- Values that drive inclusive, forward-thinking workplaces

Bespoke training

Discovery modules (optional, select 1)

- Content creation for social media
- PR strategies
- Event budgeting and logistics
- Event management
- Campaign and reputation management
- More options available

Employability modules (optional - select 1)

- Excel the essentials
- Working with AI
- Premiere Pro
- Photoshop
- InDesign
- More options available

Additional qualifications

As well as achieving the Level 3 accreditation, apprentices can choose to boost their skills further with the optional Foundation Certificate in Professional Marketing (CIM).

End Point Assessment (3 months)
By the end of the 9-month programme, apprentices complete their EPA, including:

- Portfolio of evidence
- Final project report and presentation
- Professional discussion

2 Why BCE

Established in 2000, BCE is a specialist training provider based in London, with deep ties to the creative and media 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
- Upskilling current workforce and providing CPD opportunities







3 Programme commitment

Training provider (BCE)

- Provide a dedicated account manager to support programme onboarding
- Undertake initial and prior learning assessment to establish apprentice and employer needs
- Provide high quality training and coaching to support the apprentice
- EPA preparation
- Provide support to enhance the learners employability and well-being

Employer

- Provide a supportive, safe working environment for the apprentice
- Allocate time during working hours for off-the-job training, in line with minimum requirements
- 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

t: 020 3873 5800 **e:** apprenticeships@bigcreative.education

Find out more at **bigcreative.education/apprenticeship**

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