



Multi-Channel Marketer apprenticeship.



for a
better
tomorrow

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.

Level 3	Subject area: Business and Digital	Duration: 18 months + 3 month assessment period	Delivery mode: Online in the workplace
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What knowledge and skills will an apprentice learn?

Apprentices will learn through online workshops and one-to-one sessions with a Get Set UK Learning Development Mentor and specialist trainers, covering:

- Understanding key marketing concepts like the marketing mix, promotional mix, and how each channel works.
- How the marketing strategy supports the business objectives, vision and goals.
- Tools used to measure how business objectives, the wider environment, and sustainability influence marketing efforts.
- The purpose of a marketing plan and how to create one.
- Why competitor analysis is crucial and how to carry it out effectively.
- Key brand concepts like positioning, value, identity, and tone of voice.
- Creating content with design and copywriting principles, and adapting it for both online and offline channels (e.g. web content vs printed media).

What experience will the employer need to provide?

The apprentice will need to have the opportunity to regularly carry out the following tasks:

- Develop and interpret briefs for stakeholders, ensuring delivery meets specifications and deadline.
- Plan and coordinate marketing activities to attract and retain target customer segments using available resources and use customer research and insight to support this.
- Contribute creative ideas across video, imagery, and other formats to support campaign development.
- Craft persuasive copy using effective copywriting techniques, ensuring alignment with brand guidelines and communication goals.

What is involved in the end-point assessment (EPA)?

- Project report with presentation and Q&A
- Interview underpinned by portfolio of evidence



Start your apprenticeship journey today.

Call our dedicated apprenticeship team on **01268 270 648** or email us at apprenticeships@getsetuk.co.uk



Cost/funding band

Free for learners

Employers: £11,000 - up to 100% government-funded



Job roles

- ✓ Marketing Assistant
- ✓ Social Media Assistant
- ✓ Communications Assistant
- ✓ Marketing Administrator
- ✓ Junior Marketer



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For more info

