



**Institute for Apprenticeships
& Technical Education**

MULTI-CHANNEL MARKETER

Key information

Reference: ST1031

Version: 1.0

Level: 3

Typical duration to gateway: 18 months

Typical EPA period: 5 months

Maximum funding: £11000

Route: Sales, marketing and procurement

Date updated: 12/12/2023

Approved for delivery: 11 December 2023

Lars code: 737

EQA provider: Ofqual

Review: This apprenticeship standard will be reviewed after three years

Details of the occupational standard

Occupation summary

This occupation is found in small, medium, large and multinational organisations in private, public and third sectors such as the finance, construction, facilities, automotive, manufacturing, engineering, health, retail, food, hospitality, and IT. Multi-channel marketers will sit within a specific company/agency that provides marketing deliverables and advice to external clients, or within an internal marketing team, delivering marketing activities to drive that business. The role will be primarily office-based or remote working. They may spend time away from the work area attending exhibitions and events, meetings with external marketing suppliers, marketing research suppliers, visiting clients, trade shows, or supporting research activities.

The broad purpose of the occupation is to support customer focussed marketing activities that drive the demand for a product or service through awareness raising and/or perception building to generate results to the bottom line. The emerging green economy is creating increasing opportunities for new and complex services and products. This may require marketing activities to be focussed on raising awareness of the benefits of carrying out transactions or purchases or products within an environmentally sustainable model.

As part of the Marketing team the multi-channel marketers will contribute to the implementation of the Marketing strategy and plans. They 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.

In their daily work, an employee in this occupation interacts with a wide range of internal stakeholders such as members of their own team, other departments such as sales, operations, public relations, IT, HR, customer services, senior management and finance.

They also interact with external stakeholders such as clients/customers and suppliers such as printers, digital agencies, PR and media agencies, event display companies, market research

agencies, and media sales professionals.

An employee in this occupation will be responsible for coordinating and delivering specific marketing activities such as marketing content creation, background market and customer research, monitoring campaign analytic and collecting data, using relevant marketing software/systems, maintaining marketing administration activities such as managing the supply of marketing literature, tracking marketing expenditure, supporting the procurement of, and overseeing the delivery of work by external and internal marketing suppliers.

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. As part of the Marketing team, they will contribute to the implementation of the Marketing strategy and plans and will have responsibility for elements of the overall marketing plan.

They will be the first point of contact for day-to-day activities in the marketing team and will be responsible for allocating higher levels of work to the management team. This role will work on their own and in a range of team settings. They work within agreed budgets and available resources. Multi-channel marketers work without high levels of supervision, usually reporting to senior stakeholders. They may occasionally be responsible for decision making on smaller areas of campaigns, but more often will support or influence the decisions of others.

Typical job titles include:

Digital communications assistant

Digital marketing assistant

Marketing administrator

Marketing assistant

Marketing communications assistant

Marketing junior

Social media assistant

Occupation duties

DUTY	KSBS
<p>Duty 1 Contribute to the marketing plan, delivery or evaluation of strategic marketing activity through the creation of written planning and evaluation documents and presentations, e.g., marketing campaign, market and customer intelligence research, communicate and present to stakeholders, agencies and internal teams.</p>	<p>K1 K2 K3 K4 K11 K13 K14 K16 K17 K18 K19 K20 K21 K22</p> <p>S1 S2 S3 S13 S15 S17</p> <p>B4 B6</p>
<p>Duty 2 Use appropriate primary and/or secondary research methods including survey tools, key word research tools and desktop research to gather marketing insight or evaluation.</p>	<p>K5 K9 K10 K12 K18 K19</p> <p>S4</p> <p>B1</p>
<p>Duty 3 Use research data to inform marketing decisions, targeting, planning, delivery.</p>	<p>K1 K4 K11 K18 K20</p> <p>S1 S2 S4 S9 S13 S15</p> <p>B4</p>
<p>Duty 4 Source, create and edit content in collaboration with colleagues for appropriate marketing channels, such as website, email, social media, sales materials, affiliate marketing or event displays, ensuring that brand guidelines are met in order to achieve marketing objectives.</p>	<p>K6 K7 K9 K10 K11 K12 K13 K14 K15 K23</p> <p>S3 S5 S6 S7 S8 S9</p> <p>B1 B4</p>
<p>Duty 5 Support and manage the cataloguing of offline and digital marketing materials and assets in line with marketing regulations and legislation including sustainability of hard copy and digital campaigns, e.g., storage and organisation of marketing materials, administering creative asset management systems, recycling/circular economy/energy consumption.</p>	<p>K6 K9 K13 K16 K23</p> <p>S10 S13</p> <p>B2</p>
<p>Duty 6 Publish, monitor and respond to editorial, creative or video content via website, social media/video sharing platforms, offline platforms.</p>	<p>K6 K7 K9 K10 K12 K15 K18 K19 K21 K22 K23</p> <p>S5 S6 S7 S11 S13 S14</p> <p>B1</p>
<p>Duty 7 Support the administration of marketing activities, e.g., organise a webinar or online/offline event; run an email campaign, run a pay per click (PPC) campaign, support press, advertising and PR activity, and partner marketing activity.</p>	<p>K6 K7 K9 K10 K11 K12 K13 K14 K15 K19</p> <p>S2 S5 S6 S7 S8 S9 S11 S12 S16</p>

	B1 B2 B6
Duty 8 Use the organisation's customer relationship management system (inhouse or externally sourced) to maintain accurate customer data and relationships are managed in the pursuit of marketing goals.	K9 K21 K22 K23 S10 S12 S13 B1 B3
Duty 9 Identify and use relevant/emerging trends, solutions and technologies to implement effective marketing activities.	K6 K7 K8 K10 K12 K19 S2 S5 S8 S11 S14 S18 B1 B3 B5
Duty 10 Contribute to the monitoring of marketing expenditure and activities to a specified budget and plan in line with company processes.	K11 K16 K18 K19 S12 S13 S15
Duty 11 Monitor, optimise, analyse and evaluate marketing campaigns and channels in order to deliver on marketing objectives for the organisation and/or clients, measuring marketing delivery effectiveness.	K11 K12 K13 K14 K16 K17 K20 K21 K22 S4 S6 S12 S13 S16 S17 S18 B1 B6

KSBs

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 stakeholders.
- B5:** Seeks learning opportunities and continuous professional development.
- B6:** Acts in a professional manner with integrity and confidentiality.

Qualifications

English and Maths

Apprentices without level 2 English and maths will need to achieve this level prior to taking the End-Point Assessment. For those with an education, health and care plan or a legacy statement, the apprenticeship's English and maths minimum requirement is Entry Level 3. A British Sign Language (BSL) qualification is an alternative to the English qualification for those whose primary language is BSL.

Professional recognition

This standard aligns with the following professional recognition:

- Chartered Institute of Marketing (CIM) for Affiliate
- Digital Marketing Institute (DMI) for Power
- Data and Marketing Association (DMA) for Individual

Version log

Version	Change detail	Earliest start date	Latest start date	Latest end date
1.0	Approved for delivery	11/12/2023	Not set	Not set

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