



Developing Tomorrows Workforce, Today.

About Us

Basingstoke ITEC is a charity that is primarily funded through the Government Apprenticeship programmes and charitable contributions. We have been working with employers and learners successfully for over 40 years.

We think it is really important to support the community by providing a solid foundation of personal development for the corner stone of everyone's future careers. We want learners to recognise their innate characteristics and suitability for their future careers. We help employers develop tomorrow's workforce today.

Our vision is for Basingstoke ITEC to be recognised as the Digital and IT training provider who can be relied upon to provide an outstanding learning experience. Although we are based in Basingstoke, we work predominantly across the South East but have the ability to work across England.





Multi-Channel Marketer Level 3 Curriculum

This is an overview of the Multi-Channel Marketer Level 3 curriculum. We want to work with you to develop a bespoke learning plan to enable us to deliver the knowledge in a logical sequence.

We will complete an initial assessment, skill scan and math and English assessment to determine the needs of the apprentices. Our aim is for the apprenticeship programme to have a positive impact for you and for the apprentice so that they receive a great learning experience.

This plan is fully adaptable to support those with special educational needs or disabilities.

What is the Multi-Channel Marketer Standard?

The Multi-Channel Marketer occupation will involve working as part of a team, in which you will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. The marketer will work to marketing briefs and instructions, some of the core duties are:

- Reviews, monitors and analyses online activity and provides recommendations and insights to others.
- Applies structured techniques to problem solving, and analyses problems and resolves issues across a variety of digital platforms
- Builds and implements digital campaigns across a variety of digital media platforms.
- Uses digital tools effectively.
- Measures and evaluates the success of digital marketing activities.

Who is this for?

The roles associated with this role can vary but typical job titles include:

- Digital Marketing Assistant
- Digital Marketing Co-Ordinator
- Social Media Assistant
- Marketing Administrator

Delivery

The delivery of this apprenticeship will include:

- One to one support on a monthly basis from your Trainer.
- Monthly workshops with your trainer to develop the knowledge, skills and behaviours of the standard.
- All apprentices will have access to an e-portfolio.
- Maths and English functional skills training – If required depending on GCSE results.

Duration

- The duration of the Level 3 Multi-Channel Marketer Apprenticeship will typically take up to 21 months to complete.
- The learning phase in the first 18 months is known as being 'On Programme' this is where the Knowledge, Skills and Behaviours required for the standard will be developed.
- The final 5 months of the apprenticeship will be the completion of the 'End-Point Assessment' phase.

✦ What is covered in Multi-Channel Marketing? ✦

Skills – What is Required?

- Create Content for Websites and Social Media
- Build, Plan and Implement Marketing Campaigns
- Data Analysis on Multiple Channels
- Use a variety of online Tools to Market Products and Services to Customers.

Knowledge – What is Required?

- Marketing Mix and Marketing Theory.
- Customer Acquisition and Needs.
- Budget Management for Campaigns.
- Analytical/Data Management.
- Brand Theory; guidelines, positioning, tone of voice.
- Understands Marketing Briefs and Plans

Behaviours – What is Required?

Responsibility

Professionalism

Flexibility

Continuous Professional Development

Adaptability

Gateway and End Point Assessment

Once all the modules have been completed along with the exams and the portfolio is completed, the apprentice, employer and Basingstoke ITEC will make the decision to progress to the End-Point Assessment.

Apprentices will enter a period called 'Gateway' they will be prepped and supported by Basingstoke ITEC for each stage of their End-Point Assessment. Certificates will be released upon completion of the end-point assessment and the apprenticeship will then be considered achieved.

End-Point Assessment

Project report



A significant project that meets needs of the employers business and relevant to the KSB's of the apprenticeship:

- 1 - written project report
- 2 - presentation with questioning

EPA Interview



A two-way discussion between an independent assessor and an apprentice to assess an apprentice's depth of understanding of their work.

Progression Opportunities

On completion of the Level 3 Multi-Channel Marketer Apprenticeship, there is the opportunity for progression, depending on your job role. This may include a Level 6 Digital Marketing Apprenticeship.

What will apprentices gain upon completion?

Upon completion of the Level 3 Multi-Channel Marketer apprenticeship you will have achieved the following:

- Level 3 Multi-Channel Marketer Apprenticeship - Pass, Merit or Distinction grade
- Level 2 Functional Skills in Maths (if required)
- Level 2 Functional Skills in English (if required)

✦ Learner Journey – Delivery Process ✦

1 - 3 | 4 - 6 | 7 - 9 | 10 - 13 | 14 - 16 | 17 - 21
Months

Induction

Development of Knowledge, Skills and Behaviours for standard

EPA Prep

Develop showcase portfolio for assessment

End Point Assessment

Maths and English Functional Skills (If Required)

Monthly trainer sessions and workshops – face to face and remote

Feedback