



MULTI-CHANNEL MARKETER APPRENTICESHIP

#REACHWITHRHG

🌱 **What is a Multi-Channel Marketer Apprenticeship?**

Multi-channel marketers work in small, medium, large, and multinational organisations across all business sectors. The primary purpose of this role is to support customer-focused marketing activities that align with business strategy and deliver measurable results to the bottom line.

As a multi-channel marketer, you will typically work within the sales and marketing team to define, design, build, and implement campaigns across a variety of platforms and using multiple media channels.

You will also engage with external stakeholders such as suppliers, digital agencies, event organisers, and PR professionals.

Level 3

Typically runs for
12-18 months

Minimum of 326
off the job hours

🌱 **Topics covered:**

- Use of research methods to inform strategic marketing decisions, targeting, planning and delivery
- Sourcing, creating and editing content in collaboration with colleagues and stakeholders
- Monitoring, optimising, analysing and evaluating marketing campaigns and channels in order to measure effectiveness against business objectives
- Identifying and using relevant emerging trends, solutions, and technologies including AI, to implement effective marketing strategies
- Supporting and managing the catalogue of offline and digital marketing assets ensuring compliance with organisation’s policies and regulatory compliance such as GDPR
- Publish, monitor and respond to editorial, creative and video content via multi-channel platforms



🌱 **Who is it for?**

This apprenticeship is suited to individuals who support marketing activities within a team or organisation or are looking to progress into a ‘hands-on’ role, responsible for a variety of marketing activities that support strategic and business goals.

🌱 **What qualifications will you gain?**

In addition to your apprenticeship, 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.

🌱 **Want to know more?**

Read more about the programmes we offer on our website at www.rhgconsult.co.uk or contact us directly and we will be happy to answer your questions and give you more details on the apprenticeship programmes, how to access funding or even how to hire a multi-channel marketer apprentice.



The apprenticeship standard journey



Initial
assessment



Induction



Learning &
assessment



Learning
reviews



Gateway



End point
assessment



Exit review

🌱 **What do our learners say?**

I’ve thoroughly enjoyed completing this apprenticeship and gaining a wide range of new, transferable skills. Working on the marketing strategy gave me valuable, commercially relevant experience that will benefit me in any customer-focused role. The real-life case studies allowed me to understand campaigns from start to finish and apply my knowledge in a practical way. I’m excited to use my qualification and begin exploring future career opportunities. Thank you, RHG, for this incredible experience.”

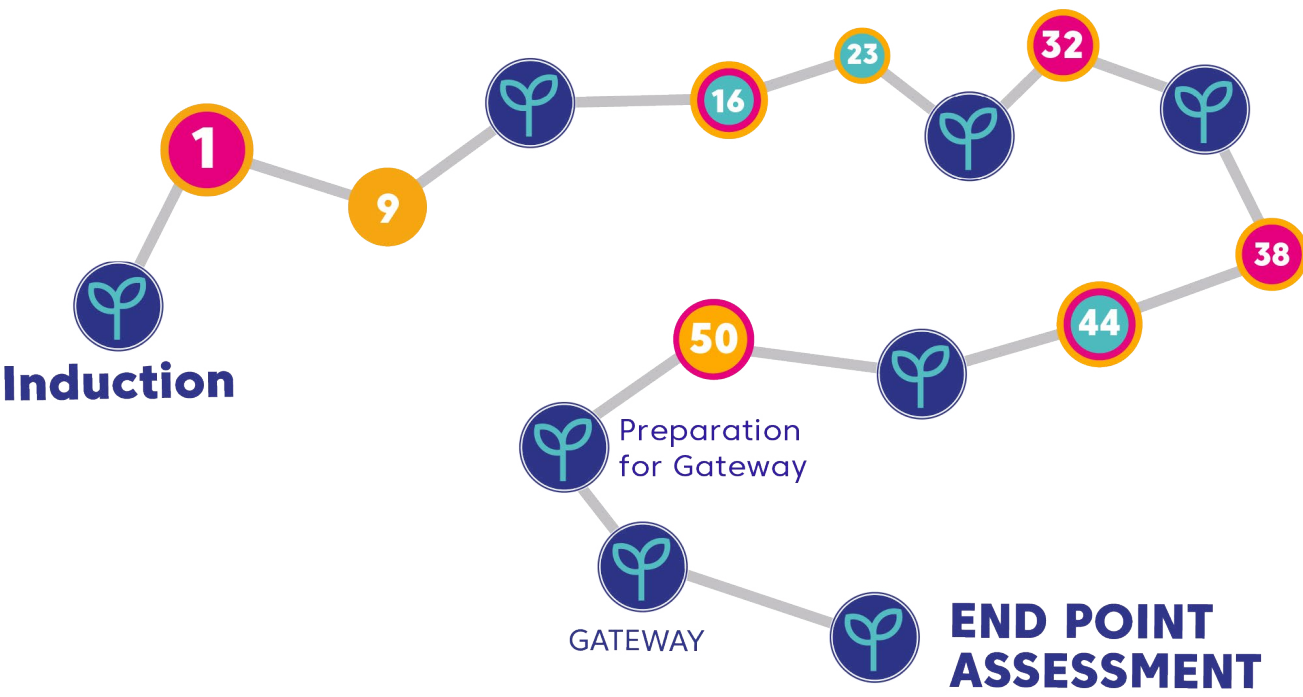
🌱 **What do employers say?**

The support and guidance throughout the apprenticeship from RHG has been great, well-structured which has enabled both my apprentice and I to stay on track. The team at RHG have been approachable, friendly and efficient and their passion for supporting development is really apparent in everything they do. Thanks for all the support throughout – it’s a real success story!

Multi-Channel Marketers are key in ensuring a cohesive and consistent brand experience across diverse platforms, optimising customer engagement and driving measurable growth to refine marketing strategy.

Multi-Channel Marketer

Mind map of weekly timescales



Week No.	Learning Unit
1	INDUCTION
1	Marketing Methods, Principles and Practices
9	Business and Organisation
	PROGRESS REVIEW
16	Communication and Copy writing
23	Customer Experience and the Customer Journey
	PROGRESS REVIEW
32	Research and Campaign Planning
	PROGRESS REVIEW
38	IT and Digital Tools
44	Campaign Implementation and Management
	PROGRESS REVIEW
50	Data analysis and Marketing Evaluation
	Preparation for Gateway
	GATEWAY
	END POINT ASSESSMENT



End point assessment explained



- Completes an interview underpinned by a portfolio of evidence. Completes a project report and a presentation on the project followed by a question and answer session.
- Ensures that the apprentice has covered all the knowledge, skills and behaviours and prepares the apprentice by means of mock interviews and presentations with feedback, and quality assurance of the project report and portfolio.
- Assess and grade the apprentice based on the project report, presentation and Q&A, and the interview underpinned by the portfolio of evidence. Sends out results within 4 weeks.



What to include in your portfolio of evidence?

Your portfolio will typically contain 12 discrete pieces that cover those knowledge, skills and behaviours assessed by this method. Evidence could be workplace records, witness statements, photographs, video recordings, case studies and observation. Evidence may be used to demonstrate more than one KSB; a qualitative as opposed to quantitative approach is suggested.



Did you know?

The professional discussion underpinned by your portfolio of evidence, and the project report, presentation and questioning contribute equally to your overall grade. You may achieve a Fail, Pass or Distinction in either part of your final assessment and achieve a Fail, Pass, Merit or Distinction as your overall grade.

Interview

The interview must last for 60 minutes. The independent assessor can increase the time by up to 10% to allow you to respond to a final question. The assessor must ask at least 6 open questions to enable you to demonstrate knowledge, skills and behaviours mapped to this assessment method. You may refer to your portfolio during the interview.

Project report

Your project report must have a word count of 2,500 words +/- 10%. Appendices, diagrams and references are not included in the word count. The report must include a mapping in the appendix showing how the report evidences the knowledge, skills and behaviours mapped to this assessment method. Your project report is completed after gateway and reflects a business marketing need or marketing campaign.

Presentation with questions

Your presentation should cover an overview of your project, the project scope, and a summary of your actions to achieve the project outcome. The presentation should last 20 minutes followed by 25 minutes for questions. The assessor may increase the time by up to 10% to allow you to respond to a final question.



FAQs

We have compiled a list of frequently asked questions so whether you're looking to grow your team by hiring new members, or upskill your current workforce, you can gain maximum benefits from apprenticeship schemes.

Background

The Apprenticeship Levy was introduced from 6 April 2017 to inspire employees to expand existing and introduce new apprenticeship schemes.

Here at RHG, we help employers to deliver high-quality, professional apprenticeship programmes to grow existing employees by closing skills gaps and hire new team members.

What is the Apprenticeship levy?

The Apprenticeship Levy is a compulsory levy on employers that is used to fund the delivery of and increase the quantity and quality of apprenticeships within the UK.

Who has to pay the levy?

From April 2017, UK employers within the private and public sector with a bill of over £3 million pay the Apprenticeship Levy.

Non-levy paying employers will contribute 5% towards the cost of training and assessing apprentices, with the government paying the remaining 95%.

How much do organisations pay?

The levy is set at 0.5% of an organisation's pay bill, however employers receive a £15,000 annual allowance to offset against the levy.

How are levy payments made?

HM Revenue and Customs (HMRC) will collect monthly payments. Businesses are required to calculate and report the levy that they owe each month.

What happens to the levy?

The payments made by levy-paying organisations go into the Digital Apprenticeship Service account where employers can get access to funding as well as find relevant apprenticeships and training providers.



How can funds be accessed?

Levy-paying employers can access their Apprenticeship Levy contributions through their Digital Apprenticeship Service (DAS) account to pay for their apprenticeship training.

For non levy-paying organisations please contact us or visit <https://www.apprenticeships.gov.uk/employer/funding-an-apprenticeship-non-levy#>

How are funds spent?

The funding can be put towards the cost of training and assessments within the apprenticeship and can only be used with an approved training provider who is on the register of apprenticeship training providers.

Are there any funding rules?

Yes, and a key one is that apprentices must be permitted dedicated time from their working week to achieve the programme off the job hours

Who can become an apprentice?

The apprenticeship scheme is available for both new and existing employees to enable you to develop existing team members, as long as they meet eligibility criteria. There are no age restrictions on the apprenticeship scheme.

Is there a time limit to spend the levy funds?

Levy funds will expire 24 months after they enter the account unless they are spent on apprenticeship training.



Did you know?

A 10% top-up is applied by the government to funds added into the account. So for every £1 an employer adds, the organisation has £1.10 to spend on apprenticeships.



How do I find out more?

Contact us today to discuss how you could fill skills gaps within your existing team, hire new team members through the apprenticeship scheme or for more information about the Apprenticeship Levy.

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