



Why Work as a... Multi-Channel Marketer

A solution for your training needs and career progression

ROLE OVERVIEW

This occupation supports 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. As part of the Marketing team the individual 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.

KEY POINTS

- **Level:** 3
- **Duration:** 18 months + End Point Assessment
- **Entry requirements:** You may be required to undertake training in maths and English. See [HERE](#) for more information
- **Career progression:** Completion of this apprenticeship can lead to Marketing Communications Manager, and Marketing Communications Professional roles

KNOWLEDGE REQUIREMENTS

- Marketing theory, concepts and basic principles such as what marketing is, the marketing mix the promotional mix and the differences between each channel used
- Business tools used to measure the impact of business objectives, the wider environment and sustainability on marketing activities
- Brand theory such as positioning, value, identity, guidelines, and tone of voice
- 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

SKILL REQUIREMENTS

- Contribute to the generation of innovative and creative approaches across video, images, and other formats, both online and offline, to support campaign development
- Organise offline and digital assets ensuring they are co-ordinated and legally compliant
- Use a website content management system to publish text, images, and video/animated content
- Identify and use data and technologies to achieve marketing objectives
- Monitor and amend campaigns to meet budget requirements including time and monetary costs
- Review campaigns regularly to ensure effectiveness

BEHAVIOUR REQUIREMENTS

- Has accountability and ownership of their tasks and workload
- Takes responsibility, shows initiative and is organised
- Works flexibly and adapts to circumstances
- Works collaboratively with others across the organisation and external stakeholders
- Seeks learning opportunities and continuous professional development
- Acts in a professional manner with integrity and confidentiality

South Yorkshire
Apprenticeship
Hub

www.southyorkshireapprenticeships.org

[Live Vacancies](#)

**Supporting individuals and businesses
across South Yorkshire**