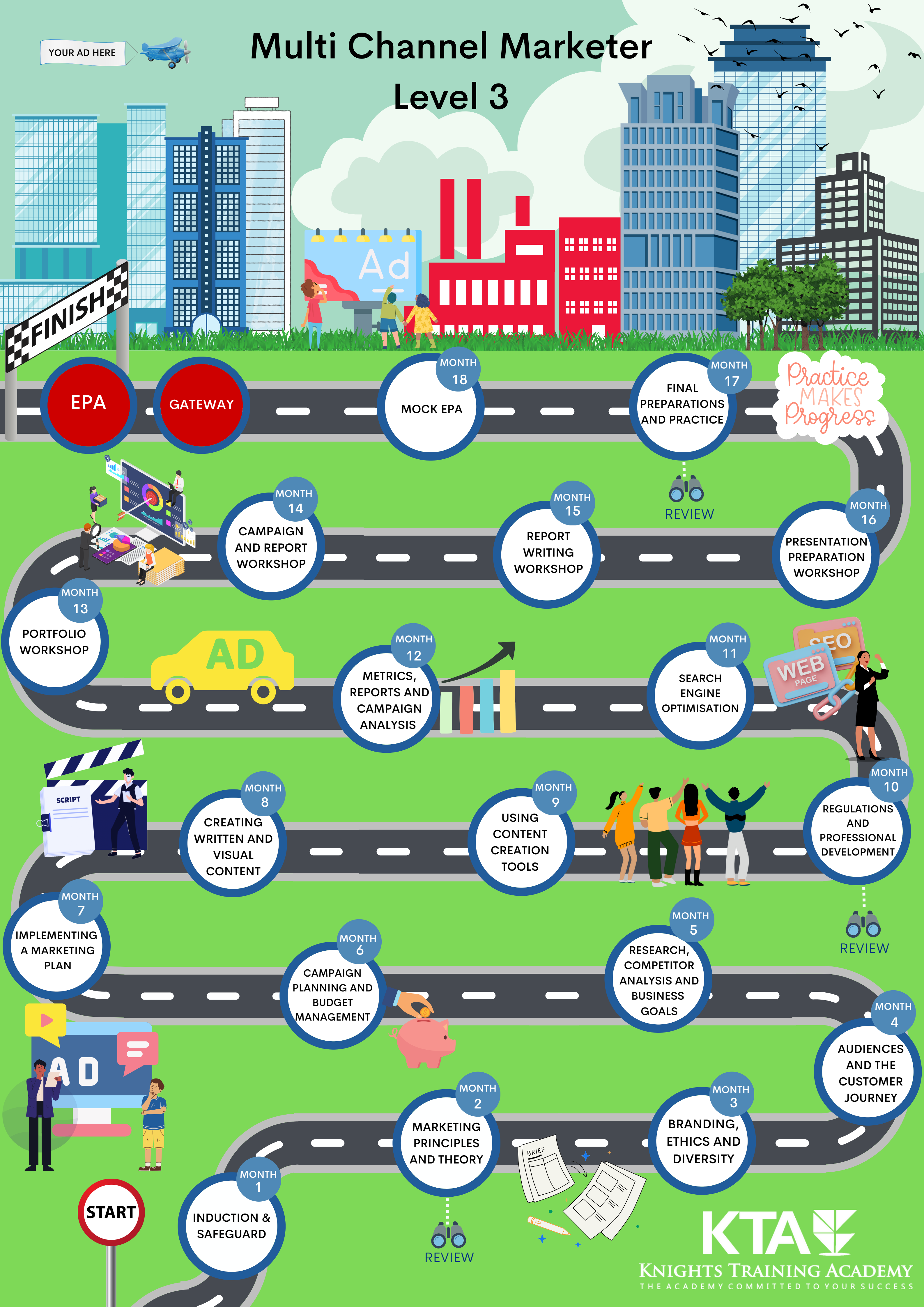


YOUR AD HERE

# Multi Channel Marketer

## Level 3



YOUR AD HERE

# Multi Channel Marketer

## Level 3

Practice makes Progress

EPA

GATEWAY

MONTH 18  
MOCK EPA

MONTH 17  
FINAL PREPARATIONS AND PRACTICE

MONTH 16  
PRESENTATION PREPARATION WORKSHOP

MONTH 15  
REPORT WRITING WORKSHOP

MONTH 14  
CAMPAIGN AND REPORT WORKSHOP

MONTH 11  
SEARCH ENGINE OPTIMISATION

MONTH 12  
METRICS, REPORTS AND CAMPAIGN ANALYSIS

MONTH 13  
PORTFOLIO WORKSHOP



MONTH 10  
REGULATIONS AND PROFESSIONAL DEVELOPMENT

MONTH 9  
USING CONTENT CREATION TOOLS

MONTH 8  
CREATING WRITTEN AND VISUAL CONTENT

MONTH 4  
AUDIENCES AND THE CUSTOMER JOURNEY

MONTH 5  
RESEARCH, COMPETITOR ANALYSIS AND BUSINESS GOALS

MONTH 6  
CAMPAIGN PLANNING AND BUDGET MANAGEMENT

MONTH 7  
IMPLEMENTING A MARKETING PLAN

MONTH 3  
BRANDING, ETHICS AND DIVERSITY

MONTH 3  
BRANDING, ETHICS AND DIVERSITY

MONTH 2  
MARKETING PRINCIPLES AND THEORY

MONTH 1  
INDUCTION & SAFEGUARD

START

# KTA

KNIGHTS TRAINING ACADEMY  
THE ACADEMY COMMITTED TO YOUR SUCCESS

## OVERVIEW

All the knowledge, skills and behaviour modules are covered during the highlighted monthly visits, and must be achieved prior to EPA (End Point Assessment).

The apprentice must be on programme for 18 months before EPA can be booked. During the apprenticeship, the apprentice will have regular 1-1s with their line manager and assessor, via a combination of personal discussion, observations, Q&A and work based products of evidence to form a portfolio of evidence. The portfolio, along with the work based improvement project, must be completed before they can attend a Gateway meeting with their assessor and employer. Here, the apprentice will be signed-off as ready to move forward for their final assessment (EPA).

All apprentices must achieve Level 1 Functional skills and have attempted Level 2 Functional skills in Math's and English, before they can attend Gateway, unless they prove exemption by prior attainment.

## EPA

### Portfolio of Evidence

The apprentice must compile a portfolio of evidence during the on-programme period of the apprenticeship. It should only contain evidence related to the KSBs that will be assessed by this assessment method. It will typically contain 12 discrete pieces of evidence. Evidence must be mapped against the KSBs. Evidence may be used to demonstrate more than one KSB; a qualitative as opposed to quantitative approach is suggested. Evidence sources may include workplace documentation and records, for example: workplace policies and procedures, witness statements, annotated photographs, video clips with the apprentice in view and identifiable (maximum total duration 5 minutes).

### Portfolio Based Interview

In the interview, an independent assessor asks the apprentice questions. It gives the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method. The apprentice can refer to and illustrate their answers with evidence from their portfolio of evidence. The interview must last for 60 minutes.

### Project / Improvement Presentation

The apprentice must complete a significant and defined piece of work that has a real business application and benefit. This project must meet the needs of the employer's business and be relevant to the apprentice's occupation and apprenticeship. The research and written project report must start after the apprentice has gone through the gateway. This assessment method has 2 components:

- project with a project output
  - The project must be structured to give the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method to the highest available grade.
- presentation with questions and answers
  - In the presentation with questions the apprentice will cover: project overview and scope, summary of actions and outcomes. The independent assessor must ask questions following the presentation. This gives the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method.

**The grading of the apprenticeship will be Pass = 60% or Distinction = 80%**

### SUITABILITY

The Multi-Channel Marketer level 3 apprenticeship would suit staff that already work as part of a team, in which they have responsibilities of some of the straight forward elements of the overall marketing plan or campaign. The marketer would need access to some specialist tools/software provided by the employer and will need to be working to an established marketing plan or a campaign. They would need to report to a digital marketing, marketing or IT manager.

In summary, this programme looks at the development and application of basic marketing techniques through an understanding of customer relationship marketing, the customer lifecycle, coding principles for the purpose of SEA, as well as creating secure and appropriate solutions to achieve marketing objectives. This apprenticeship requires the learner to apply two areas of specialism, chosen from search marketing, search engine optimisation, e-mail marketing, web analytics and metrics, mobile apps and pay-per-click.

The training will include coding, marketing principles, customer lifecycle, relationship marketing, website and mobile app analytics, email marketing, working effectively in a team, digital and social media strategies, SEO, dealing with customer requests, digital etiquette, integration of systems and security and protection of data. This is delivered and supported by our expert tutor on either a 121 or group model, which according to our employer and learner feedback, is the main benefit of our program. Upon completion, KTA would be happy to help them explore progression options such as Level 3 Team Leader or Level 5 Operations/ Departmental Management should they start to take on responsibilities for other staff and ultimately continue their career development journey.

### REQUIRED TOOLS/RESOURCES

To develop the core skills of the Multi-Channel Marketer Level 3 course, it would be preferable for learners to be granted access to the following digital platforms.

- Google Analytics (Free)
- Google Tag Manager (Free) – Code snippets should ideally already be implemented on the learner's company website to allow for tracking and analysis
- Google Adwords (Free) – but if company were willing to allow learner a small PPC budget to test campaigns, that would be beneficial)
- Facebook Ads Manager (Free) – but if company were willing to allow learner a small social media budget to test campaigns, that would be beneficial)
- Microsoft Word/Excel/Powerpoint
- If possible, access to the CMS system which manages the learner's company website. This might not be possible for all companies, but would be useful for particular inputs on website structure and content management.
- Customer Relationship Management – Access to your own or clients CRM system. In particular, client data in reference to marketing i.e. email campaign.

