



# Multi-Channel Marketer Level 3

Programme handbook

The UK's leading creative training provider

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# Welcome to the Level 3 Multi- Channel Marketer Programme

## This programme will cover:



The marketing industry landscape



Social media marketing



Campaign planning, measurement and evaluation



Content marketing



Understanding target audience




Return on Investment, budget management and performance

## Course cost:

 £11,000

## Programme duration:

 12 months + 5 months  
End-point Assessment

## Live masterclasses:

 10 days

**Apprenticeship Standard**

## UNIT 01

### Multi-Channel Marketing

 **Live masterclasses:** 1 day

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Learners will develop an understanding of the Multi-Channel Marketing industry landscape, encompassing agencies and in-house marketing teams. They will explore business structures, understand visions and objectives, and learn how marketing strategically aligns with these goals.

#### Topics covered:

- The Marketing Mix
- Marketing theory and key concepts
- Business vision and objectives
- Measuring success: Metrics and KPI's

## UNIT 02

### Audiences

 **Live masterclasses:** 1 day

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Learners will discover the importance of understanding their target audiences and the complexities of the customer experience both online and offline. They will learn how to utilise appropriate tactics to engage customers throughout their journey and learn about the vital role of the multi-channel marketer.

#### Topics covered:

- Understanding target audience
- Customer personas and segmentation
- Customer journey mapping
- Tactics to manage and improve customer experience across multiple channels

## UNIT 03

### Situational Analysis

 **Live masterclasses:** 1 day

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Learners will be equipped with the knowledge and skills for conducting effective market research. They will delve into the theoretical frameworks of SWOT and PESTEL analysis, learning how to analyse both internal and external factors that significantly impact the business needs and, therefore, marketing campaigns.

#### Topics covered:

- The importance of market research
- Theoretical frameworks: PESTEL & SWOT
- Gathering research and trend spotting
- Using insights for campaign planning

## UNIT 04

### Social Media

 **Live masterclasses:** 1 day

Learners will gain an understanding of how to leverage social media effectively, developing skills in creating engaging social media content by applying principles of capturing content, design and effective copywriting. They will be taught how to adapt content for different social media platforms and will explore current and emerging technologies, software, and systems used in social media marketing.

#### Topics covered:

- The role of social media in Multi-Channel Marketing
- Using social media effectively to support marketing and business goals
- Creating engaging social media content
- Adapting content to suit different social media platforms

## UNIT 05

### Campaign Planning

 **Live masterclasses:** 1 day

Learners will focus on the development of effective marketing briefs and plans and will learn the key elements of a well-structured marketing brief aligned with business objectives and gain practical experience in creating effective marketing briefs and plans for both short-term and long-term campaigns.

#### Topics covered:

- Strategic purposes of marketing campaigns
- Aligning campaigns with business objectives and budgets
- Collaboration to develop and present a marketing campaign
- Different types of campaigns (long term/short term)

## UNIT 06

### Campaign Metrics

 **Live masterclasses:** 1 day

Learners will begin to understand the campaign management process and the importance of reviewing campaigns throughout the process. They will uncover various tools used in campaign management, including spreadsheets, project management and data analytics platforms.

#### Topics covered:

- The purpose of campaign metrics
- Tools for campaign management
- Using data and insights to analyse campaign success
- Developing and writing marketing analysis reports

## UNIT 07

### Branding

 **Live masterclasses:** 1 day

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Learners will explore brand theory including how to position their business, apply brand guidelines and adopt an appropriate tone of voice. They will deepen their knowledge of copywriting and be able to adapt their content, ensuring it is on brand and aligned to their marketing objectives.

#### Topics covered:

- Brand theory and how to position a business
- Applying brand guidelines consistently across channels
- Adapting content to align with brand identity and marketing objectives
- How to adopt appropriate tone of voice for different audiences

## UNIT 08

### Storytelling & Public Relations

 **Live masterclasses:** 1 day

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Learners will focus on the role of the marketer as a storyteller and explore how brands effectively launch campaigns to gain media coverage and will learn how to write for a range of different mediums and various communication purpose.

#### Topics covered:

- Copywriting for different mediums
- The power of storytelling
- Media relations
- Influencer marketing

## UNIT 09

### Content

 **Live masterclasses:** 1 day

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Learners will explore the development and implementation of effective marketing campaigns with content being the focus and learn about the key elements of effective marketing content and the necessary components for successful campaigns. They will use design software to create various marketing assets that meet specific technical specifications.

#### Topics covered:

- The foundations of effective marketing content
- Translating a brief into content
- Understanding file types and specifications
- Content across the marketing mix

## UNIT 10

### Return of Investment (ROI)

 **Live masterclasses:** 1 day

Learners will come to appreciate the importance of return of investment (ROI) for all marketing disciplines and develop skills in budget management for a campaign and learn how to measure and evaluate campaign delivery and utilise data to improve campaign performance.

#### Topics covered:

- Understanding of why Return on Investment (ROI) is essential across all marketing disciplines
- Practical skills in managing and allocating campaign budgets
- Measuring and evaluating campaign performance against objectives
- Using data and insights to optimise and improve marketing activity



# Multi-Channel Marketer Level 3 Learner journey

- Month 1**
- Multi-Channel Marketing
  - Coaching Session

- Month 3**
- Situational Analysis
  - Progress Review

- Month 2**
- Audiences
  - Coaching Session

- Month 5**
- Campaign Planning
  - Coaching Session

- Month 4**
- Social Media
  - Coaching Session

- Month 6**
- Campaign Metrics
  - Progress Review

- Month 9**
- Content
  - Progress Review

- Month 10**
- Return of Investment (ROI)
  - Coaching Session

- Month 7**
- Branding
  - Coaching Session

- Month 8**
- Storytelling & Public Relations
  - Coaching Session

**Month 12**  
EPA Readiness project showcase and professional discussion

**Month 11**  
EPA Readiness portfolio of evidence

**EPA**

# The programme

## Apprenticeship assessment overview

- **Ongoing Assessment:** Progress is tracked throughout the apprenticeship using our digital platforms, with learners building a portfolio of evidence as they develop new skills and knowledge.
- **Apprenticeship Assessment:** At the end of the programme, learners complete the below:
  - Apprentices will produce a written project report with presentation and questioning to an independent assessor.
  - Undertake a professional discussion to an independent assessor (underpinned by their portfolio of evidence).

Both elements are designed to demonstrate real-world competence and readiness for the workplace.

- **Outcome:** Successful completion leads to a nationally recognised qualification.

## Masterclasses live online

Learners will attend masterclasses virtually on Zoom. For the session, they will need:

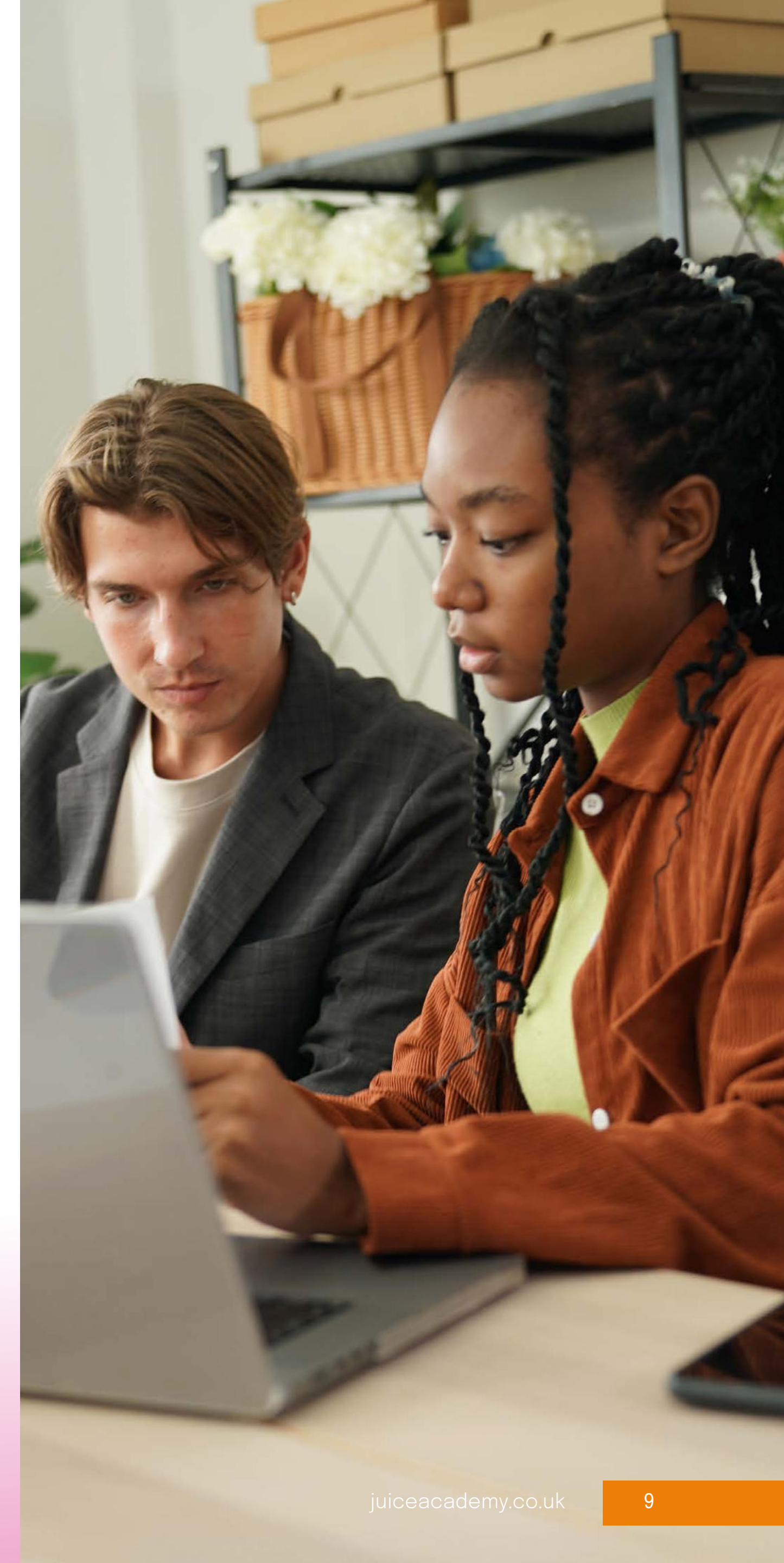
- A desktop/laptop computer that the employer provides
- Access to Canva and DaVinci Resolve that the employer provides
- Download Zoom if joining remotely



## Qualification

On successful completion of the programme, you will be awarded a Level 3 Institute for Apprenticeships Multi Channel Marketer apprenticeship certificate. You can also receive your Google Ads and Google Analytics Individual Qualification depending on your programme of study.

Apprenticeship Standard





## Off-the-job hours

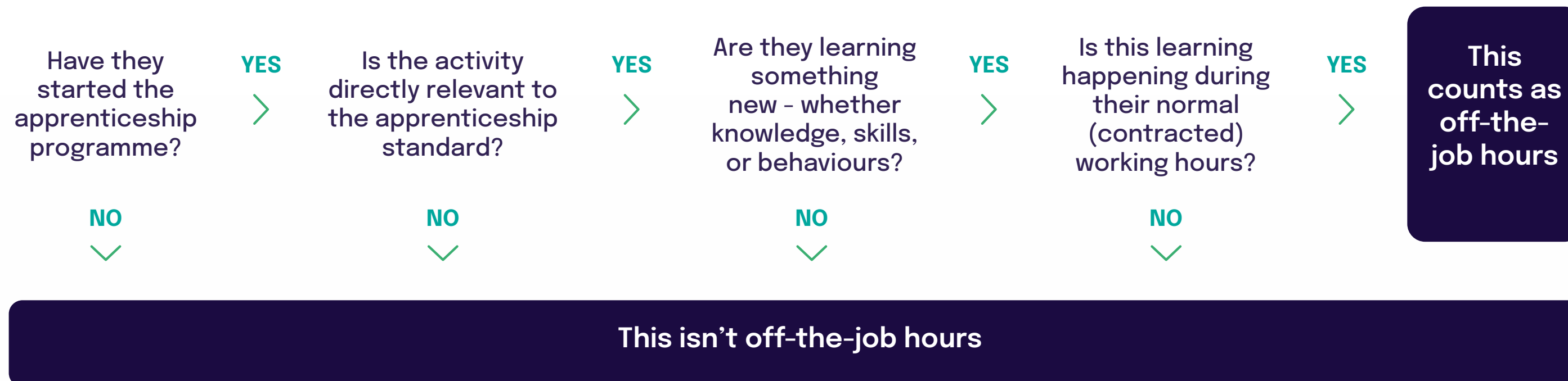
As a working professional, learners will integrate their apprenticeship learning with their existing role, dedicating contracted working time to off-the-job development. This flexible training is delivered through a blended approach, including focused live classroom days, personalised coaching sessions, e-learning modules and practical applied learning activities designed to reinforce and extend their expertise.

The employer will work in partnership with The Juice Academy to ensure that the required off-the-job hours are achieved in a way that complements the learners ongoing responsibilities. Progress is tracked via the Bud digital platform and they will be supported by their Development Coach and line manager to balance apprenticeship commitments with their day-to-day work priorities.

## What counts towards off-the-job hours?

Off-the-job hours are simply time spent learning new knowledge, skills, or behaviours that directly relate to the apprenticeship - while at work. This doesn't have to be separate from the usual responsibilities; in fact, many activities the learner already does can count, as long as this development is in line with the apprenticeship standard.

### To recognise off-the-job hours, consider:



If the answer is yes to these, learners can record their activity as off-the-job hours. Like shadowing a colleague, attending a relevant meeting, or working on a project that stretches their skills can all count - making it easy to capture their development as part of their everyday work.

# Safeguarding and inclusion

## British values

### Rule of Law

Rules promote a happy, safe and secure living and working environment. Examples are:

- Legislation
- Agreed procedures, policies and ways of working
- Codes of conduct
- How the law protects you and others

### Individual Liberty

Protection of your rights and the rights of others you work with. Examples are:

- Values and principles
- Individuality, consent, choice and rights
- Dignity and respect
- Equality and human rights
- Personal and professional development

### Democracy

Everyone should be aware of their rights and responsibilities that help to build a culture of freedom and equality. Examples are:

- Team meetings
- Joint decision-making
- Receiving and giving feedback
- The right to protest and petition
- Leadership and accountability

### Respect and Tolerance

Respecting the ideas, beliefs and values of others while not imposing our own on others, including:

- Tackling discrimination
- Tackling bullying
- Embracing diversity
- The importance of religion, traditions, preferences and cultural heritage
- Recognise stereotyping, prejudice and labelling

## Safeguarding and prevent

The Juice Academy has a statutory requirement to ensure that all our apprentices are safe from harm and can learn in a secure environment. This is a responsibility of everyone involved in the programme, including employers and apprentices.

Safeguarding does not simply refer to physical harm. It can also be far less obvious and harder to recognise – abuse, neglect and wellbeing concerns are all examples of safeguarding concerns that you should be aware of and know how to respond to, both on behalf of yourself and on behalf of others.

The Prevent duty is part of the UK Government's Counter-Terrorism Strategy (CONTEST) and is designed to stop people from becoming terrorists or supporting terrorism. It is a requirement of numerous public-facing bodies, including apprenticeship training providers, to develop knowledge of the signs of radicalisation and to ensure that learners understand how to report their concerns.

### What does this look like in my programme?

Your Development Coach will support you and your employer in building awareness and applying safeguarding and Prevent in the workplace and in modern Britain. This will involve:

- Discussions during progress reviews
- Activities in virtual classrooms
- E-learning courses
- Real-life scenarios in coaching sessions
- External courses for Action Counters Terrorism (ACT) Awareness

### Our Safeguarding Officers

To find out who our designated Safeguarding Officers are, click on the link below.

[Safeguarding](#)

### What do I do if I have any concerns?

If you have any concerns, you can confidentially contact the The Juice Academy safeguarding team.

## Additional learning needs (ALN)

### Cognassist

During the application process for apprenticeships, learners will complete a Neurodiversity Assessment, which will identify any neurodiversity needs. If the software identifies such a need, the learner will work with a dedicated Cognassist Tutor throughout the programme.

At the start of each month, learners will be provided with four strategies to support their learning and develop their understanding. Learners must aim to complete all four strategies every month. Once learners have completed the strategies, apprentices hold a monthly session with their Cognassist Tutor.

These are completed remotely with a Tutor, who will discuss each strategy and document feedback around the skills and actions, as well as the impact of, each module on Cognassist. While this is not mandatory, and you can opt out if you wish, this will support you with any identified learning needs throughout your programme.

Cognassist is a tool that assesses the neurodiversity of learners and provides strategies and activities for them to enhance their learning. Cognassist assesses capacity in the following domains:

- Verbal Memory
- Non-Verbal Memory
- Literacy
- Numeracy
- Visual Information
- Processing Speed
- Executive Function
- Verbal Reasoning
- Non-Verbal Reasoning



No concentrates here, just 100% pure potential. **Let's partner.**

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