



The
Growth
Company

Level 3

Multi-Channel Marketer Apprenticeship





At the Growth Company Education and Skills, we understand that learning and development is essential for businesses to innovate and thrive and we are passionate about delivering a high-quality service.

We understand that an apprenticeship is a commitment for both you and your employee, which is why we design our apprenticeship programmes to complement the day to day running of your business. Our team of industry experts will work closely with you to ensure you and your apprentice receive the support they need to succeed. From our initial business training consultation through to completion and progression, we are with you every step of the way.

The apprenticeship journey is as much yours as it is the apprentice's, therefore we will provide you with all the tools you need to help them achieve. As you take responsibility for their learning, you will provide us with regular feedback on their performance, when they should progress and when you feel they are ready to take their end-point assessment.

About this Apprenticeship Standard

Duration – 18 months (15 months training period plus up to 3 months for end-point assessment)

Minimum 6 hours per week off-the-job learning.

Entry requirements – Applicants must hold a minimum of Level 2 in English and maths or equivalent. Apprentices without Level 2 English and maths will need to achieve this level prior to completion of their apprenticeship.

As part of the Marketing team, a Multi-channel Marketer 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 that are essential to the Marketing function and activities of the company.

What is involved?

During the apprenticeship journey, learners develop their knowledge, skills and behaviours through both the employer and the Growth Company.

Here is an example of the apprenticeship journey:

1. Pre-enrolment, role-scoping, initial assessment and onboarding
2. On and off-the-job learning
3. Preparation for end-point assessment
4. End-point assessment completion
5. Achievement and next steps

Off-the-job training is learning which is undertaken outside of the normal day-to-day working environment and leads toward the achievement of an apprenticeship.

Off-the-job training must be directly relevant to the apprentice's programme.

This course enables our marketing apprentices to learn about a variety of different aspects of marketing (both digital and offline) from marketing strategy and channel selection to marketing budgets and campaign analysis.

The weekly online sessions will cover the following subjects:

- Marketing 101
- SEO/Blogging
- Video Content
- Social Media Marketing
- Graphic Design and UX
- Paid Marketing
- Email Marketing
- Digital Technologies and AI

The topics will all be underpinned with knowledge of campaign planning, competitor research, tools, content creation, implementation, analysis, results evaluation and legislation.

To support learning, all learners are given the opportunity to study and obtain additional qualifications in:

- CIM Level 3 Certificate in Marketing Fundamentals
- Google Analytics
- Google Ads
- Codecademy
- Google Fundamentals
- GDPR

In addition to the online workshops which will be delivered via Teams, apprentices will be required to attend monthly one-to-one coaching sessions with our industry experts.

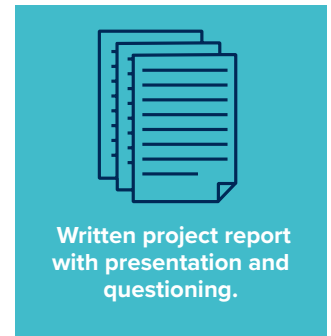
Self-study activities are available 24/7 via our online learning platform.

End-Point Assessment

End-point assessment (EPA) is the final stage of an apprenticeship. It is an impartial assessment of whether your apprentice has developed the skills, knowledge and behaviours outlined in the apprenticeship standard.

Assessments are designed by employers in the sector and are conducted by independent bodies known as end-point assessment organisations (EPAOs).

There are two elements to the EPA for this apprenticeship standard:



Next Steps

On successful completion of the apprenticeship, apprentices may wish to progress on to the Level 4 Marketing Executive Apprenticeship.

Funding and the Apprenticeship Levy

Funding band value: **£11,000**

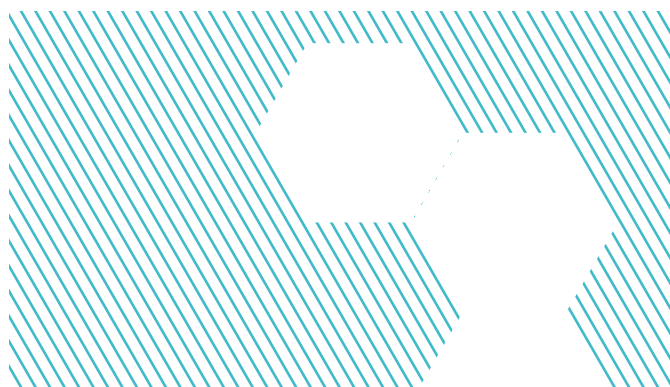
If you **DO NOT** pay the apprenticeship levy, you pay 5% towards the cost of training and assessing your apprentice. The government will pay the rest (95%) up to the funding band maximum. They'll pay it directly to the training provider.

If you pay the apprenticeship levy, you'll get funds to spend on training and assessing your apprentices. The government will add 10%.

You can get **£1,000** to support your apprentice in the workplace if they are one of the following:

- 16 to 18 years old
- 19 to 25 years old with an education, health and care plan
- 19 to 25 years old and they used to be in care

If your apprentice is eligible, we will give you the payment in 2 instalments of **£500**. You will get the first payment after 90 days and the second one after a year.



Get in touch...



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