

## Qualification Specification

### A2A Training: End Point Assessment Multi-Channel Marketer Level 3

<b>Qualification Title</b>	<b>A2A Training: End Point Assessment Multi-Channel Marketer Level 3</b>
<b>Ofqual Qualification Number:</b>	<b>610/4233/X</b>
<b>Guided Learning Hour - GLH</b>	<b>182</b>
<b>Total Qualification Time - TQT</b>	<b>364</b>
<b>Minimum Age</b>	<b>18</b>
<b>Qualification Purpose Summary</b>	<b>This qualification is designed for learners who work in marketing.</b>
<b>Grading</b>	<b>Pass, Merit Distinction or Fail See grading details on the Assessment Plan</b>
<b>Assessment Methods</b>	<b>1. Project Report (around 2500 words) &amp; Presentation with Questions 2. Interview underpinned by a Portfolio of Evidence</b>
<b>Apprenticeship Standard Links</b>	<b>This qualification once achieved shows the learner has met the requirements of the assessment plan for the standard:  ST1031 Multi-Channel Marketer Apprenticeship.</b>

Please ensure that you use the most up to date version of this document by downloading from the website. In the event of a conflict between this document

and the assessment plan published by the Institute for Apprenticeships and Technical Education then the latter takes precedence on the IFATE website.  
[Multi-channel marketer / Institute for Apprenticeships and Technical Education](#)

### Multi-channel marketer Level 3

#### **Aims and Objectives**

This occupation is found in small, medium, large, and multinational organisations in private, public and third sectors such as the finance, construction, facilities, automotive, manufacturing, engineering, health, retail, food, hospitality, and IT. Multi-channel marketers will sit within a specific company/agency that provides marketing deliverables and advice to external clients, or within an internal marketing team, delivering marketing activities to drive that business. The role will be primarily office-based or remote working. They may spend time away from the work area attending exhibitions and events, meetings with external marketing suppliers, marketing research suppliers, visiting clients, trade shows, or supporting research activities.

The broad purpose of the occupation is to support 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. The emerging green economy is creating increasing opportunities for new and complex services and products. This may require marketing activities to be focussed on raising awareness of the benefits of carrying out transactions or purchases or products within an environmentally sustainable model.

As part of the Marketing team the multi-channel marketers 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.

In their daily work, an employee in this occupation interacts with a wide range of internal stakeholders such as members of their own team, other departments such as sales, operations, public relations, IT, HR, customer services, senior management, and finance.

They also interact with external stakeholders such as clients/customers and suppliers such as printers, digital agencies, PR and media agencies, event display companies, market research agencies, and media sales professionals.

An employee in this occupation will be responsible for coordinating and delivering specific marketing activities such as marketing content creation, background market and customer research, monitoring campaign analytic and collecting data,

using relevant marketing software/systems, maintaining marketing administration activities such as managing the supply of marketing literature, tracking marketing expenditure, supporting the procurement of, and overseeing the delivery of work by external and internal marketing suppliers.

Multi-channel marketers will define, design, build and implement campaigns across a variety of platforms to drive customer engagement and retention. In addition, they will be responsible for parts of the campaign within their area of responsibility. As part of the Marketing team, they will contribute to the implementation of the Marketing strategy and plans and will have responsibility for elements of the overall marketing plan.

They will be the first point of contact for day-to-day activities in the marketing team and will be responsible for allocating higher levels of work to the management team. This role will work on their own and in a range of team settings. They work within agreed budgets and available resources. Multi-channel marketers work without high levels of supervision, usually reporting to senior stakeholders. They may occasionally be responsible for decision making on smaller areas of campaigns, but more often will support or influence the decisions of others.

This EPA tests the skills required for this industry at level 3.

**As part of the EPA, learners will be tested on the Key Skills and Behaviours in conjunction with the criteria in the Assessment Plan for the standard and the 10 duties listed below.**

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## **Duties**

- **Duty 1** Contribute to the marketing plan, delivery or evaluation of strategic marketing activity through the creation of written planning and evaluation documents and presentations, e.g., marketing campaign, market and customer intelligence research, communicate and present to stakeholders, agencies and internal teams.
- **Duty 2** Use appropriate primary and/or secondary research methods including survey tools, key word research tools and desktop research to gather marketing insight or evaluation.
- **Duty 3** Use research data to inform marketing decisions, targeting, planning, delivery.
- **Duty 4** Source, create and edit content in collaboration with colleagues for appropriate marketing channels, such as website, email, social media, sales materials, affiliate marketing or event displays, ensuring that brand guidelines are met in order to achieve marketing objectives.

- **Duty 5** Support and manage the cataloguing of offline and digital marketing materials and assets in line with marketing regulations and legislation including sustainability of hard copy and digital campaigns, e.g., storage and organisation of marketing materials, administering creative asset management systems, recycling/circular economy/energy consumption.
- **Duty 6** Publish, monitor and respond to editorial, creative or video content via website, social media/video sharing platforms, offline platforms.
- **Duty 7** Support the administration of marketing activities, e.g., organise a webinar or online/offline event; run an email campaign, run a pay per click (PPC) campaign, support press, advertising and PR activity, and partner marketing activity.
- **Duty 8** Use the organisation's customer relationship management system (inhouse or externally sourced) to maintain accurate customer data and relationships are managed in the pursuit of marketing goals.
- **Duty 9** Identify and use relevant/emerging trends, solutions and technologies to implement effective marketing activities.
- **Duty 10** Contribute to the monitoring of marketing expenditure and activities to a specified budget and plan in line with company processes.
- **Duty 11** Monitor, optimise, analyse and evaluate marketing campaigns and channels in order to deliver on marketing objectives for the organisation and/or clients, measuring marketing delivery effectiveness.

#### **Link to professional registration:**

#### **Professional recognition**

This apprenticeship aligns with Chartered Institute of Marketing (CIM) for Affiliate

Please contact the professional body for more details.

This apprenticeship aligns with Digital Marketing Institute (DMI) for Power

Please contact the professional body for more details.

This apprenticeship aligns with Data and Marketing Association (DMA) for Individual

Please contact the professional body for more details.

#### **Support Materials and Link to the Assessment Plan for the Apprenticeship.**

**Our support materials are available on our systems called ACE360 to centres who have learners registered with us.**

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