

MULTI-CHANNEL MARKETER LEVEL 3

Multi-channel marketers support customer-focused marketing activities, contributing to the implementation of marketing strategies and plans to drive product or service demand through various platforms and channels. They interact with both internal stakeholders, such as different departments and senior management, and external stakeholders like clients, digital agencies, and media professionals. Their responsibilities include content creation, market research, campaign analytics, marketing administration, and coordinating marketing activities, often working independently with minimal supervision and occasionally making decisions on smaller campaign aspects.

WHY CHOOSE INSPIRE ATA?

We work with high-quality training providers to deliver a wide range of training programmes through a blended learning approach that is tailored to each learner's needs. Inspire ATA recruits and employs each apprentice on behalf of the "host" client, enabling us to offer additional support and a better experience for both apprentice and client. We can also offer flexi-job apprenticeships which means we are able to offer short term contracts and other non-standard employment models.

TOTAL DURATION: 23 MONTHS
PRACTICAL PERIOD: 18 MONTHS
EPA PERIOD: 5 MONTHS
EPA ORGANISATION: OFQUAL
ASSESSMENT METHOD: WRITTEN PROJECT REPORT WITH PRESENTATION AND QUESTIONING, INTERVIEW UNDERPINNED BY PORTFOLIO OF EVIDENCE

DUTIES:

- Use appropriate primary and/or secondary research methods including survey tools, key word research tools and desktop research to gather marketing insight or evaluation
- Use research data to inform marketing decisions, targeting, planning, delivery.
- Publish, monitor, and respond to editorial, creative or video content via website, social media/video sharing platforms, online platforms.
- Contribute to the marketing plan, delivery or evaluation of strategic marketing activity through the creation of written planning and evaluation documents and presentations
- Source, create and edit content in collaboration with colleagues for appropriate marketing channels
- 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

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KNOWLEDGE

- Marketing theory, concepts and basic principles such as what marketing is, the marketing mix the promotional mix and the differences between each channel used.
- The business' structure, vision, priorities, and objectives, and how their marketing role supports these.
- Business tools used to measure the impact of business objectives, the wider environment and sustainability on marketing activities.
- What a marketing plan is, how it is built and its purpose.
- The importance of competitor analysis and how to undertake it.
- 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.
- Current and emerging technologies, software and systems which impact on marketing.
- Principles of conducting marketing communications in an ethical and diverse manner.

SKILLS

- Develop or interpret briefs for external or internal stakeholders and measure delivery in-line with the specification and agreed timelines.
- Plan and coordinate a marketing activity using marketing tactics to acquire and retain one or more customer segments using available resources.
- Contribute to the generation of innovative and creative approaches across video, images, and other formats, both online and offline, to support campaign development.
- Use research/survey software to gather audience insight and/or evaluation to support the project.
- Use copywriting techniques to write persuasive text/copy to meet a communications objective ensuring it is in-line with organisational brand guidelines.
- Build and implement multi-channel campaigns across a variety of platforms, either offline or digital media.
- Proofread marketing copy ensuring it is accurate, persuasive and is on brand.

BEHAVIOURS

- 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.

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