

# Multi-channel Marketer

**Multi-channel marketers support customer-focused marketing to boost product or service demand by raising awareness and shaping perception, delivering daily marketing activities across various platforms to achieve business goals.**

## Apprenticeship overview

### Core skills, knowledge and behaviours you will learn

- Marketing theory, concepts and basic principles
- 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
- To create content - design and copy, and how to adapt for online and offline
- To develop or interpret briefs for external or internal stakeholders
- How to plan and coordinate a marketing activity using marketing tactics

### Where you might work

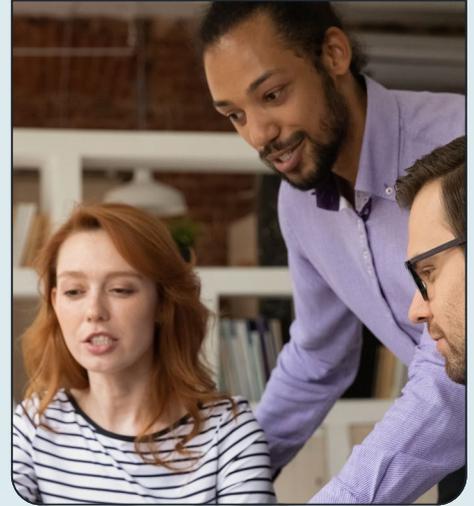
- Small, medium, large and multinational organisations in private, public and third sectors.

### Typical job roles

- Digital Communications Assistant
- Digital Marketing Assistant
- Marketing Assistant
- Marketing Junior
- Social Media Assistant

**Level: 3**

**Duration: 23 months**



### Good to know

**High levels of organisation are a must**

**Confidence with technology is advantageous**

**You should be confident working with minimal supervision**

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