



Multi-channel Marketer Apprenticeship



Level 3



23 months

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

Multi-channel marketers work across diverse sectors and organisations, supporting customer-focused marketing to drive demand and awareness. They deliver daily marketing activities using multiple platforms, coordinate campaigns, and manage relationships with internal teams and external suppliers. Primarily office-based or remote, they may attend events and client meetings. They contribute to implementing marketing strategies, handling content creation, research, analytics, and budget management. They collaborate across departments and influence campaign decisions, working independently or in teams, often reporting to senior management. Emerging trends like the green economy shape their focus on sustainable marketing and customer engagement.



Typical job roles

Digital Communications Assistant, Digital Marketing Assistant, Marketing Assistant, Marketing Junior, Social Media Assistant

Why choose an apprenticeship for your business?

The benefits, in brief:

- Retrain and upskill your current team
- Fill skill gaps and expand your workforce
- Diversify your team and bring in fresh ideas

Why choose us?

- We are one of the biggest apprenticeship providers in the region
- We are funding experts and can help you get the maximum benefit of government funding available to you
- We will support you as an employer and your apprentice throughout the apprenticeship journey

Interested?

**We welcome your enquiries.
Contact us below:**



Email: apprenticeships@leedscitycollege.ac.uk

Visit: leedscitycollege.ac.uk/employ-an-apprentice

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