Working together to transform lives

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Multi-channel Marketer



Subject Area	Business
Course Type	Apprenticeships
Study Level	Level 3
Delivery Mode	Part-time
Duration	18 Months
Start Date	Year round enrolment
Course Code	PA000518

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Course Summary

Our Multi-Channel Marketing Apprenticeship offers you a unique opportunity to acquire the skills and knowledge to excel in marketing roles across multiple industries, including finance, retail, health, IT, and more.

You can apply the learning and skills acquired in this apprenticeship in any sector, whether small businesses or large multinationals.

The broad purpose of the occupation is to support customer focused marketing activities that drive the demand for a product or service through awareness raising and/or perception building to generate results for businesses.

What You Will Learn

Support Marketing Activities: From creating engaging content to managing campaigns and analysing performance.
Collaborate Across Teams: Work with sales, operations and external agencies to deliver

impactful marketing strategies.
Drive Engagement: Use digital tools to implement campaigns, track customer data and optimize marketing efforts.
Contribute to Growth: Play a key role in building customer relationships, improving brand visibility, and delivering measurable business results.

Progression

On completion, apprentices can look to progress into a career in marketing into roles such as:

» Digital Communications Assistant

» Digital Marketing Assistant

» Marketing Assistant

» Social Media Assistant

Disclaimer: Our prospectus, college documents and website are simply here to offer a guide. We accept no liability for any inaccurate statements and are not responsible for any negative outcomes if you rely on an inaccurate statement. We reserve the right to withdraw any programmes or service at any time.