

# Media

## Multi-channel Marketer Level 3 Apprenticeship

### In Brief

#### Start Date / Duration

This programme has various start dates throughout the year and will take 18 months to complete.

#### Entry Requirements

- Individual employers will set the selection criteria, but this might include GCSEs, A levels, a Level 2 apprenticeship or other relevant qualifications, relevant experience and/or an aptitude test with a focus on functional maths.
- Level 2 English and maths will need to be achieved, if not already, prior to taking the end point assessment.
- Employers are likely to be looking for a proven passion for digital and social media.
- You will need to find an employer to employ you as an apprentice. Please see our [Apprenticeship vacancies](#).

#### You will achieve

Level 3 Digital Marketer Apprenticeship Standard.

### Course Overview

The primary role of a multi-channel marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention. A multi-channel marketer will typically be working as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. The marketer will work to marketing briefs and instructions. They will normally report to a digital marketing manager, a marketing manager or an IT Manager.

Click here [<https://www.instituteforapprenticeships.org/apprenticeship-standards/>] for further information regarding the Standard Apprenticeship.

This course is delivered as part of the South Yorkshire Institute of Technology (SYIoT). [<https://www.barnsley.ac.uk/syiot/>]

# Course Content

**Join our Digital Marketer Apprenticeship and start a successful career in Digital Marketing.**

Our Digital Marketer apprenticeship equips learners with the technical skills they need to build competency within their role, developing a core set of technical and academic skills. This covers an array of subject areas and allows learners to acquire a strong appreciation and understanding of:

- Digital Technologies
- The principles of coding
- Applying basic marketing principles
- Applying models for customer lifecycle(s)
- Customer roles and relationship marketing
- Components of modern Digital and Social Media Strategies

To support this learning, learners will cover specialist digital marketing such as search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click and understand how these can work together, the similarities and differences, including positives and negatives, of all the major digital and social media platforms.

Additional skills developed and learnt on this standard include:

- Problem solving
- Research Techniques
- Data Analysis
- Understanding business context and market environments
- Responding to the business environment and change
- Improving Communication (written and digital)
- Customer service methods and digital etiquette
- Data Security

Our apprenticeship allows you to achieve internationally recognised vendor or professional qualifications (such as MTA and HTML 5) and you will also be supported by highly experienced staff that will help you grow your professional skills and development.

Logo for the Institute of Technology logo [<https://www.barnsley.ac.uk/syiot/>]

## How will I be assessed?

On Programme Assessment will include a mixture of:

- Practical demonstrations
- Work based projects
- Written assessments
- Portfolio
- Observations
- End Point Assessment

## What Equipment Will I Need?

You will need to provide your own writing materials and a USB stick.

## **Where will I study?**

Old Mill Lane campus  
Church Street  
Barnsley  
S70 2AX

## **What can I do next?**

You can progress onto higher level degree and/or apprenticeship study or apply for a vast array of digital roles that include:

Digital Marketing Assistant, Digital Marketing Executive, Digital Marketing Co-ordinator, Campaign Executive, Social Media Executive, Content Co-ordinator, Email Marketing Assistant, SEO Executive, Analytics Executive, Digital Marketing Technologist.

## **How much does the course cost?**

There is no cost to being an apprentice. All costs associated with your apprenticeship, including the cost of training and your salary, will be paid by your employer.

## **Extra information**

### **Contact the Apprenticeship Team**

For further information please contact the team on 01226 216 166 or email: [apprenticeships@barnsley.ac.uk](mailto:apprenticeships@barnsley.ac.uk) [mailto:apprenticeships@barnsley.ac.uk]

## **Want to join Barnsley Sports Academy and Honeywell Sports Village?**

Barnsley College has a range of sports opportunities for all students to take part in, gain professional training and compete nationally and internationally. We also have a state-of-the-art fitness village, Honeywell Sports Village [<https://www.barnsley.ac.uk/shops-services/honeywell-sports-village/>] where students can make use of our fitness suite, spinning studio and classes for competitive rates. You don't have to be studying sport to get involved in the Sports Academy [<https://www.barnsley.ac.uk/barnsley-sports-academy/>] .

## **Additional Learning Support**

Our Additional Learning Support team can provide you with the support you need. Call 01226 216 769 for further information.

## English and Maths

Having good English and Maths qualifications are important for most careers and we want to give you the help you need to succeed.

If you are aged 16 – 19 and don't hold a grade C/4 or above in GCSE English and Maths, you will automatically be included in your study programme. If you want to work towards achieving a higher grade in English and Maths, we can help you do that too and we offer Level 3 Mathematical Studies (Core Maths) which can be added to your study programme.

If you're aged 19 or above and don't hold a a grade C/4 or above in GCSE English and Maths we can help. We offer FREE English and Maths qualifications that can be studied on a part-time basis, subject to eligibility.

If you need any further information, please contact our Information Team by calling 01226 216 123 or emailing [info@barnsley.ac.uk](mailto:info@barnsley.ac.uk) [mailto:info@barnsley.ac.uk]

## Disclaimer

Please note we reserve the right to change details without notice. We apologise for any inconvenience this may cause.

**Last updated:** 3rd October 2024

### **Want to apply?**

Visit <https://www.barnsley.ac.uk/apply> to get started

Call us on **01226 216 123**