

# Level 3 Multi-Channel Marketer Apprenticeship Overview

## About Ascento

We provide Apprenticeships in Marketing and Leadership & Management. Ascento will work with you to get the most out of your staff and strengthen your business.

So, what set us apart from other Apprenticeship providers?

- Our flexibility and willingness to accommodate employers' needs; helping you meet your business goals is at the heart of what we do.
- Our Apprenticeship knowledge is second to none – we know it inside out and back to front so we advise you on the best route for your needs.
- We are genuinely impartial – if the Apprenticeship isn't right for you and your business, we'll tell you.
- We believe any staff development has to be right for both the business and the employee.
- We are never happy to stand still; we strive to constantly improve the quality of what we do, whether it's adding workshops for learners or tailoring a package to suit your business goals. We want to make sure what we're delivering is right for you!

## **Level 3 Multi-Channel Marketer Apprenticeship Programme**

Our Level 3 Multi-Channel Marketing Apprenticeship is the perfect opportunity to upskill your team.

Employees in the early stages of their marketing career will be provided with essential learning which will support your business development by progressing them to the next stage of their career.

### **Level 3 Multi-Channel Marketing Apprenticeship Units:**

Marketing Principles

SOSTAC

Keeping Legal

Branding

Marketing Channels

Marketing Trends & Themes

Stakeholders & Communication

Content Marketing

Budget Management

Campaign Planning & Management

Delivering Strategic Campaigns

Analytics & Metrics

## **Learner Journey**

The Apprenticeship will be delivered by a team of experts, each contributing to the learner journey, ensuring all learners are provided with the best opportunity to achieve successful outcomes.

They will be fully supported by our team:

- An Industry Expert, who will deliver a mandatory programme of interactive online workshops. This will support knowledge aspects of the curriculum, delivered by tutors and supported by our online learning platform. These sessions will also provide guidance for the application of practical skills in the workplace. Workshops include Artificial Intelligence (AI) LinkedIn, Google Analytics and Social Media Advertising.
- A specialist marketing tutor, who will deliver 1-2-1 coaching sessions, provide feedback for completed activities when applicable and provide guidance for progression.
- A progress coach, who will facilitate all learning activities including regular progress reviews with learners and their line managers alongside pastoral support and wrap around care.



## Learner Journey Example

Month 1

Unit: Marketing Principles  
Planning Session

Month 2

Unit: SOSTAC  
Coaching Session

Month 3

Unit: Keeping Legal  
AI Workshop

Month 4

Unit: Branding  
Formal Review

Month 5

Unit: Marketing  
Channels  
Coaching Session

Month 6

Unit: Marketing Trends &  
Technologies  
Social Media Advertising  
Workshop

Month 7

Unit: Stakeholders &  
Communication  
Formal Review

Month 8

Unit: Content Marketing  
Coaching Session

Month 9

Unit: Budget  
Management  
LinkedIn Workshop

Month 10

Unit: Campaign Planning  
& Management  
Formal Review

Month 11

Unit: Delivering Strategic  
Campaigns  
Coaching Session

Month 12

Unit: Analytics &  
Metrics  
GA4 Workshop

Month 13

Unit: Preparing for EPA  
Formal Review



## **Ascento**

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