

Level 3 Multi-Channel Marketer Apprenticeship



About Ascento

We specialise in Marketing and Leadership & Management apprenticeships, helping businesses grow by investing in their people.

Why choose us?

Employer-Focused

We shape our training around your needs, making apprenticeships work for both you and your team. If an apprenticeship isn't the right fit for your business, we'll tell you.

Expert-Led Training

Our industry experts bring real-world experience, ensuring apprentices gain the most relevant skills.

People First

We genuinely care about our learners, providing the support and guidance they need to develop their skills and confidence.

Real Results

Our programmes go beyond theory, ensuring apprentices gain skills that make a real impact.



Who is this apprenticeship for?

If you have employees starting out in marketing or team members involved in customer engagement, content creation, or digital campaigns, this apprenticeship provides the skills they need to make a real impact.

They'll gain the confidence to drive results while developing their career, helping your business grow with a stronger, more capable marketing team.

Real World Marketing Projects

Apprentices apply their learning to live projects, gaining hands-on experience in campaign planning, content creation, and customer engagement.



Expert Coaching & Support

Guided by industry experts, apprentices receive personalised coaching and mentorship to develop skills that drive business success.

Apprenticeship Overview

The Level 3 Multi-Channel Marketer Apprenticeship goes beyond digital marketing, blending online and offline strategies to create well-rounded marketers.

Apprentices will develop skills in social media, SEO, content, paid advertising, print, events, and customer engagement, ensuring they can confidently manage campaigns across multiple platforms.

With no fixed enrolment dates, learners can start immediately and gain full access to our learning platform. Learners will also have the opportunity to study for Google and HubSpot certifications to keep them up to date with the latest industry standards.

Over 14 months, apprentices apply their learning directly within your business, helping to improve marketing performance and drive measurable results - without the need to hire externally.

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“I have really enjoyed my Apprenticeship with Ascento. The content has provided me with a thorough understanding of the digital marketing landscape and allowed me to really excel in my role at work.”

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Phoebe, Colliers International

Employer Benefits

Upskilling an employee through an apprenticeship is a cost-effective alternative to outsourcing or hiring. It helps build in-house expertise, reduces recruitment costs, and keeps valuable skills within your business.

- Your apprentice will be trained by industry specialists and gain hands-on experience through real-world marketing projects, bringing practical skills into your business from day one.
- Training is fully remote and designed to be flexible, allowing apprentices to learn without disrupting their day-to-day responsibilities.
- This hands-on approach means businesses see immediate improvements in marketing campaigns, lead generation, and overall performance.

The government funds 95% of the apprenticeship, with costs starting at just £550 for non-levy-paying employers.

Your staff can start right away - no waiting for the next enrolment date.

**Retain And
Develop Your
In-House Talent**

**Access
government
funding**

**Future-proof
your business**

**Increase Lead
Generation &
Sales**

Learner Benefits

Gain recognised certification

Boost your CV and career prospects by earning a Level 3 Multi-Channel Marketer apprenticeship certification. You'll also have the opportunity to complete Google and HubSpot Certifications.

Learn from industry experts

Get guidance from experienced marketing professionals who understand what businesses need.

Real-World Experience

Work on live marketing projects, applying your skills to real business challenges from day one.

Increase your Confidence

Get the skills and knowledge needed to take on bigger responsibilities and progress in your role.

Flexible, remote learning

Study around your work schedule with fully online training and one-to-one coaching. You'll also have full access to our innovative learning platform with loads of useful resources.



Apprenticeship Units

Marketing Principles

Understand the foundations of marketing, including key concepts, strategies, and how to align marketing efforts with business goals.

Marketing Channels

Discover the strengths of different marketing channels, from social media and email to offline strategies, and how to use them effectively.

Budget Management

Understand how to plan, allocate, and track marketing budgets to maximise return on investment (ROI).

SOSTAC®

Learn how to use the SOSTAC® planning framework to create structured, data-driven marketing plans.

Marketing Trends & Themes

Stay ahead by understanding emerging trends, evolving consumer behaviours, and new marketing technologies.

Campaign Planning & Management

Master the process of planning, executing, and monitoring multi-channel marketing campaigns to achieve business objectives.

Keeping Legal

Gain essential knowledge of GDPR, copyright laws, and industry regulations to ensure marketing activities remain compliant.

Stakeholders & Communication

Learn how to engage key stakeholders, manage internal and external relationships, and adapt messaging for different audiences.

Delivering Strategic Campaigns

Apply advanced marketing techniques to create impactful, data-driven campaigns that drive engagement and sales.

Branding

Explore how to build a strong brand identity, develop brand messaging, and maintain consistency across all channels.

Content Marketing

Develop skills in content creation, copywriting, and storytelling to craft compelling marketing materials that attract and retain customers.

Analytics & Metrics

Learn how to measure marketing performance using key metrics, tools like Google Analytics, and data-driven insights to optimise campaigns.

Learner Journey

14 months of training
Followed by an End Point Assessment (EPA)



Interactive Workshops	1-2-1 Coaching	Progress Coach	Workplace Projects	Final Assessment
Live online sessions on AI, LinkedIn, Google Analytics, and Social Media Advertising.	Monthly two-hour sessions with a personal marketing expert. Support to refine skills and give feedback on completed activities.	Regular progress reviews and ongoing support, help learners stay on track and get the guidance they need.	Apply what you learn in real-world marketing tasks.	A Project Report & Presentation followed by a Professional Discussion.

Everything is delivered remotely and tracked, ensuring flexibility and clear progress.

Investing in Skills Without Disrupting Work

Apprenticeships require 20% of working hours to be spent on learning activities, including:

Training sessions and coaching.

Guided sessions with industry specialists to build key marketing skills.

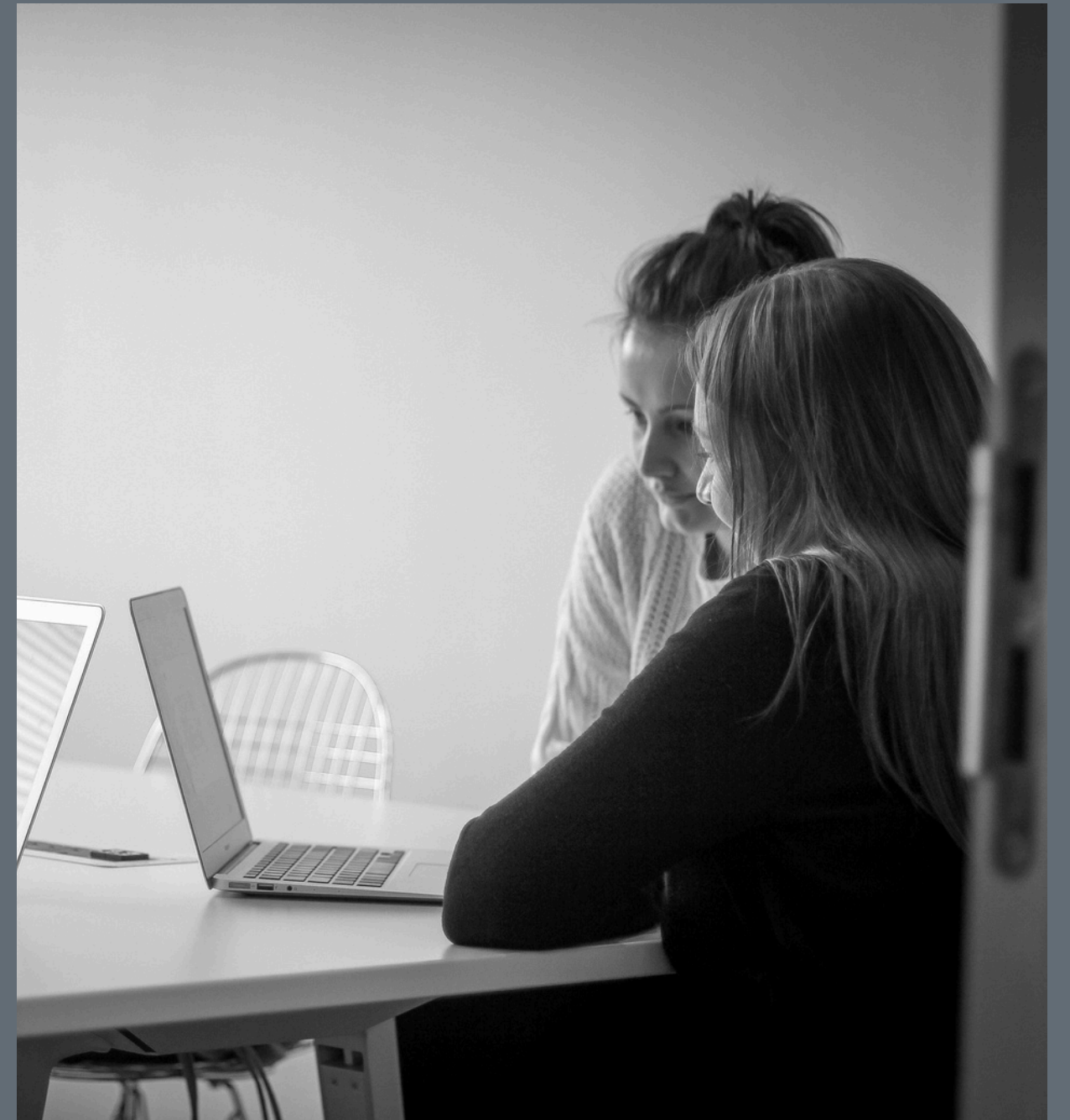
Independent study and research.

Time to develop knowledge and stay up to date with marketing trends.

Workplace projects and skills application.

Learning is directly applied to real tasks, benefiting your business.
All off-the-job training is tracked automatically through our system.

This structured approach ensures apprentices develop the skills they need while still delivering value to your business.



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learning & development

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