

Standard in development

L3: Marketing assistant (multi-channel)

Title of occupation

Marketing assistant (multi-channel)

UOS reference number

ST1031

Core and options

No

Option title/s

Level of occupation

Level 3

Route

Sales, marketing and procurement

Typical duration of apprenticeship

18 months

Target date for approval

30/12/2022

Resubmission

No

Would your proposed apprenticeship standard replace an existing framework?

No

Does professional recognition exist for the occupation?

Yes

Chartered Institute of Marketing

The British Computer Society

Occupation summary

This occupation is found in small, medium, large and multinational organisations in private, public and third sectors such as the finance, construction, facilities, automotive, manufacturing, engineering, health, retail, food, hospitality, and IT. Marketing assistants (multi-channel) will sit within a specific company or agency that provides marketing deliverables and advice to external clients, or within an internal marketing team, delivering marketing activities to drive that business. The role will be primarily office-based or remote working. They may spend time away from the work area attending exhibitions and events, meetings with external marketing suppliers, marketing research suppliers, visiting clients, trade shows, or supporting research activities.

The broad purpose of the occupation is to support customer focussed marketing activities that drive the demand for a product or service through awareness raising and/or perception building to generate results to the bottom line. The emerging green economy is creating increasing opportunities for new and complex services and products. This may require marketing activities to be focussed on raising awareness of the benefits of carrying out transactions or purchases or products within an environmentally sustainable model.

As part of the Marketing team the Marketing assistant (multi-channel) will contribute to the implementation of the Marketing strategy and plans. They will be responsible for delivering day-to-day marketing activities across a multitude of platforms, channels and systems that are essential to the Marketing function and activities of the company.

In their daily work, an employee in this occupation interacts with a wide range of internal stakeholders such as members of their own team, other departments such as sales, operations, public relations, IT, HR, customer services, senior management and finance.

They also interact with external stakeholders such as clients or customers and suppliers such as printers, digital agencies, PR and media agencies, event display companies, market research agencies, and media sales professionals.

An employee in this occupation will be responsible for coordinating and delivering specific marketing activities such as marketing content creation, background market and customer research, monitoring campaign analytic and collecting data, using relevant marketing software or systems, maintaining marketing administration activities such as managing the supply of marketing literature, tracking marketing expenditure, supporting the procurement of, and overseeing the delivery of work by external and internal marketing suppliers.

Marketing assistants (multi-channel) will contribute to the design, build and implementation of campaigns across a variety of platforms to drive customer engagement and retention. In addition, they will be responsible for parts of the campaign within their area of responsibility. As part of the Marketing team, they will contribute to the implementation of the Marketing strategy and plans and will have responsibility for elements of the overall marketing plan.

They will be the first point of contact for day-to-day activities in the marketing team and will be responsible for allocating higher levels of work to the management team. This role will work on their own and in a range of team settings. They work within agreed budgets and available resources. Marketing assistants (multi-channel) work without high levels of supervision, usually reporting to senior stakeholders. They may occasionally be responsible

for decision making on smaller areas of campaigns, but more often will support or influence the decisions of others.

Typical job titles

Digital communications assistant Digital marketing assistant Marketing administrator Marketing assistant Marketing communications assistant Marketing junior Social media assistant

Are there any statutory/regulatory or other typical entry requirements?

No

Occupation duties

DUTY	KSBS
Duty 1 Contribute to the marketing plan, delivery or evaluation of strategic marketing activity through the creation of written planning and evaluation documents and presentations, e.g., marketing campaign, market and customer intelligence research, communicate and present to stakeholders, agencies and internal teams.	
Duty 2 Use appropriate primary and/or secondary research methods including survey tools, key word research tools and desktop research to gather marketing insight or evaluation.	
Duty 3 Use research data to inform marketing decisions, targeting, planning, delivery.	
Duty 4 Source, create and edit content in collaboration with colleagues for appropriate marketing channels, such as website, email, social media, sales materials, affiliate marketing or event displays, ensuring that brand guidelines are met in order to achieve marketing objectives.	
Duty 5 Support and manage the cataloguing of offline and digital marketing materials and assets in line with marketing regulations and legislation including sustainability of hard copy and digital campaigns, e.g., storage and organisation of marketing materials, administering creative asset management systems, recycling/circular economy/energy consumption.	
Duty 6 Publish, monitor and respond to editorial, creative or video content via website, social media or video sharing platforms and offline platforms.	
Duty 7 Support the administration of marketing activities, e.g., organise a webinar or online/offline event; run an email campaign, run a pay per click (PPC) campaign, support press, advertising and PR activity, and partner marketing activity.	
Duty 8 Use the organisation's customer relationship management system (inhouse or externally sourced) to maintain accurate customer data and relationships are managed in the pursuit of marketing goals.	

Duty 9 Identify and use relevant or emerging trends, solutions and technologies to implement effective marketing activities.

Duty 10 Contribute to the monitoring of marketing expenditure and activities to a specified budget and plan in line with company processes.

Duty 11 Monitor, optimise, analyse and evaluate marketing campaigns and channels in order to deliver on marketing objectives for the organisation and/or clients, measuring marketing delivery effectiveness.

KSBS

Knowledge

K1: Marketing theory, concepts and basic principles such as what marketing is, the marketing mix the promotional mix and the difference each channel

K2: The business' structure, vision, and priorities objectives, and how their marketing role supports these.

K3: Business tools used to measure the impact of business objectives, the wider environment and sustainability on marketing activities

K4: What a marketing plan is, how it is built and its purpose.

K5: The importance of competitor analysis and how to undertake it

K6: Brand theory such as positioning, value, identity, guidelines, and tone of voice

K7: Creating content using principles of design and copywriting, and how to adapt for different mediums e.g., writing digital content for the web compared to leaflets

K8: Current and emerging technologies, software and systems which impact on marketing

K9: Relevant regulatory and legislative requirements such as data protection, GDPR, cyber security, trading laws, copyright law, Advertising Standards Authority (ASA) for the handling and processing of data and its application

K10: Principles of conducting marketing communications in an ethical and diverse manner

K11: How internal stakeholders work to support the delivery of all marketing campaigns

K12: Common marketing channels and how to operate an integrated campaign utilising these channels

K13: How to brief and manage external marketing suppliers

K14: Adapt communications for appropriate stakeholders and internal audiences

K15: The principles of content marketing, and content creation

K16: Budget management and how to measure return on investment (ROI)

K17: The metrics for the delivery and evaluation of marketing activity

K18: The importance of reviewing campaigns regularly to ensure effectiveness and optimisation

K19: The campaign management process including research, planning, budgeting, implementation and delivery.

K20: Tools used to support campaign management such as social media, GANTT charts and project management software

K21: The customer journey including customer touchpoints, customer personas, sales funnels and how to segment an audience for targeting

K22: The impact marketing has on the level of customer service or the customer experience, including community management channels

K23: Quality management and the maintenance of online and offline assets

Skills

- S1:** Develop or interpret briefs for external or internal stakeholders and measure delivery in-line with the specification and agreed timelines
- S2:** Plan and coordinate a marketing activity using marketing tactics to acquire or retain one or more customer segments using available resources.
- S3:** Contribute to the generation of innovative and creative approaches to support campaign development
- S4:** Use research/survey software to gather audience insight and/or evaluation to support the project
- S5:** Use copywriting techniques to write persuasive text/copy to meet a communications objective ensuring it is in-line with organisational brand guidelines.
- S6:** Builds and implements campaigns across a variety of media platforms
- S7:** Proofread marketing copy ensuring it is accurate, persuasive and is on brand.
- S8:** Use software to design and create marketing assets to meet the technical specification
- S9:** Contribute to the research of external suppliers to support recommendations and procurement of marketing goods and services
- S10:** Organise offline and digital assets ensuring they are co-ordinated and legally compliant
- S11:** Use a website content management system to publish text, images and video/animated content
- S12:** Create and maintain spreadsheets to support marketing activities such as project/budget planning and organisation of marketing assets
- S13:** Use technology and software packages to support day to day activities, e.g., stakeholder communications, development of briefs, report writing, presentations and project management
- S14:** Identify and use technologies to achieve marketing objectives
- S15:** Monitor and amend campaigns to meet budget requirements including time and monetary costs.
- S16:** Reviews campaigns regularly to ensure effectiveness, to optimise the results
- S17:** Undertake supplier comparisons and make recommendations based on performance and costs
- S18:** Measures and evaluates campaign delivery to identify areas for improvement
- S19:** Use data analysis tools to record, interpret and analyse customer or campaign data

Behaviours

- B1:** Has accountability and ownership of their tasks and workload
- B2:** Takes responsibility, shows initiative and is organised
- B3:** Works flexibly and adapts to circumstances.
- B4:** Works collaboratively with others across the organisation and external stakeholders
- B5:** Seeks learning opportunities and continuous professional development.
- B6:** Acts in a professional manner with integrity and confidentiality.

Qualifications

English & Maths

Apprentices without level 2 English and maths will need to achieve this level prior to taking the End-Point Assessment. For those with an education, health and care plan or a legacy statement, the apprenticeship's English and maths minimum requirement is Entry Level 3.

A British Sign Language (BSL) qualification is an alternative to the English qualification for those whose primary language is BSL.

Does the apprenticeship need to include any mandated qualifications in addition to the above-mentioned English and maths qualifications?

No

Professional recognition

This standard aligns with the following professional recognition:

- Chartered Institute of Marketing (CIM) for Affiliate
- The British Computer Society for Associate

Involved employers

Mr Popple's Chocolate Nectere Bespoke Computing Slapsticka Blakebrook group Walsall County Council IBM Bio-rad BT Happy Giraffe Bauer media ITV 3M Nassim Neuways Lagommarketing Orderly.io Hepcomotion Learnbly Google Sky Saltoria Marketing Reach Plc Trinity Mirror SGS Engineering

Consultation

Progression Routes

By completing this apprenticeship, the individual will have attained the knowledge and skills to be able to progress their career path within marketing as well as applying for other complementary roles across sectors e.g., Junior content producer, design or business management roles. They may also be able to progress to other qualifications and apprenticeships.

Supporting uploads

Mandatory qualification uploads

Professional body confirmation uploads

Involved employers

Mr Popple's Chocolate Nectere Bespoke Computing Slapsticka Blakebrook group Walsall County Council IBM Bio-rad BT Happy Giraffe Bauer media ITV 3M Nassim Neuways Lagommarketing Orderly.io Hepcomotion Learnbly Google Sky Saltoria Marketing Reach Plc Trinity Mirror SGS Engineering