



BLUE LION
TRAINING ACADEMY



Scan QR Code
For more details.

WHO IS THIS APPRENTICESHIP SUITABLE FOR?

As part of the Marketing team Multi-channel marketers will contribute to the implementation of the Marketing strategy and plans. Delivering day to day marketing activities across a multitude of platforms, channels & systems that are essential to the Marketing function and activities of the company.

Learn about:-

- Developing & executing a Marketing strategy
- Using appropriate primary and/or secondary research methods including survey tools, key word research tools and desktop research to gather marketing insight or evaluation
- Use research data to inform marketing decisions, targeting, planning, delivery
- Publish, monitor and respond to editorial, creative or video content via website, social media/video sharing platforms and offline platforms



Level 3
Multi-channel
Marketer

ENTRY REQUIREMENTS

- ✓ Need to be employed in a marketing role
- ✓ UK Resident for the last 3 years
- ✓ English & Maths qualifications desirable

JOB TITLES INCLUDE

Marketing Assistant, Digital Marketer,
Marketing Communications Assistant,
Marketing Junior



APPRENTICESHIP COMPONENTS

DELIVERY MODEL

Ensure you start your Marketing career with an expert marketer as your tutor at Blue Lion Training Academy!

Our flexible delivery model will support each learner to learn & develop their marketing knowledge & skills to raise brand awareness & increase client engagement whilst supported by a Blue Lion expert!

At Blue Lion, you can expect to receive:-

- Tailored tutor led delivery
- Personalised 1-2-1 tutor support sessions
- Assessments to demonstrate knowledge
- Set tasks to apply skills & behaviours
- Tri-partite progress reviews with Manager & tutor

WHY BLUE LION TRAINING ACADEMY?

- ✓ Grade 1 Outstanding “OFSTED” training provider
- ✓ Full key account management with monthly or quarterly reviews
- ✓ Learner centric reporting suite for employers
- ✓ Sector specific tutors with industry experience
- ✓ Bespoke delivery made fit for purpose
- ✓ 100% first time pass rate
- ✓ Local and national delivery
- ✓ Local Levy Transfer support

FUNCTIONAL SKILLS

All learners will be required to complete Level 2 Functional Skills English & Maths, unless they can provide certificates for previous qualifications achieved e.g. GCSE's, A-Levels, Key Skills. Whether they're just starting out their career journey or are a mature learner who have misplaced their certificates, there's no need to worry!

Our dedicated tutors are committed to guiding each learner every step of the way, ensuring they successfully achieve their Functional Skills.

Learners can embrace the opportunity to enhance their skills and secure a brighter future in their chosen field, supported by our Blue Lion team.

OFF THE JOB TRAINING (OTJ)

Learners are required to complete 6 hours of “OTJ” training per week. All activities are designed to support learners develop the knowledge, skills and behaviours to become occupationally competent.

Learners can access tasks and activities through our e-learning platform bud, which simplifies OTJ logging for effortless tracking!

END POINT ASSESSMENT

Assessment method 1: Project report with presentation and questioning
Assessment method 2: Professional discussion underpinned by a portfolio of evidence