

For **new** or **existing** staff

# Marketing Assistant Apprenticeship Level 3

Delivered by Gloucestershire College

A Marketing Assistant supports 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. As part of the marketing team, the Marketing Assistant 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, a Marketing Assistant interacts with a wide range of internal colleagues and external marketing suppliers. The role is likely to be primarily office-based, although some time may be spent away from the office attending exhibitions and events, meetings with external marketing suppliers, marketing research suppliers, visiting clients, trade shows, or supporting research activities.

## Delivery model and duration:

Training is delivered in the workplace. This is complemented by remote delivery where applicable.

**Duration:** 18 months practical period, plus 6 months End Point Assessment

## Ideal for:

- Marketing Assistant
- Promotional Assistant
- Brand Assistant
- Marketing Campaigns & Communication Assistant

## The apprenticeship will cover the following core areas:

- Creating, editing and publishing content
- Managing the cataloguing of digital and offline marketing assets
- Monitoring and evaluating marketing delivery effectiveness
- Using content management software
- Market research
- Monitoring marketing expenditure
- Implementing marketing activities e.g. organising an event
- Communication with internal and external stakeholders

## Benefits to business:

- Develop the skills your business needs
- Get qualified and motivated staff
- Future proof your business
- Professional qualifications for your staff

## Qualification: Marketing Assistant Standard

This apprenticeship is designed to meet the requirements for registration as an Affiliate Member with the Chartered Institute of Marketing (CIM)

» **Completers may want to progress to**  
Develop their career further within the sector

## Entry Criteria:

- GCSE grades A-C or 9-4 in English and maths

## Benefits for learners:

- Receive training from marketing experts with years of industry experience
- Build a strong foundation for a career in marketing
- Become a member of the Chartered Institute of Marketing (CIM)



## Why work with Gloucestershire College

We will work in partnership with you to help you achieve your business objectives by providing exceptional apprenticeship programmes, a comprehensive range of staff training and skills development courses and access to an unrivalled resource of motivated and work ready employees.

☎ 01452 563400

✉ [business.hub@gloscol.ac.uk](mailto:business.hub@gloscol.ac.uk)

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## End Point Assessment

The End Point Assessment will test the entire Standard, and be undertaken as follows:

- Knowledge Test – consisting of 40 multiple-choice questions, 10 of which will be based on two given scenarios. Apprentices will have 90 minutes to complete the test.
- Work-based Project Showcase – comprising of a work-based project report and a competency based professional discussion underpinned by the project

## Components:

- Functional Skills English and maths level 2

Unit	Overview
Knowledge developed will include:	<ul style="list-style-type: none"> <li>• Marketing theory, concepts and basic principles e.g., what marketing is, the marketing mix (7Ps: product, price, place, promotion, physical environment, process, people), the promotional mix and the difference between its elements (advertising, sales, public relations etc.), what a marketing plan is</li> <li>• Primary and secondary research and the different sources of primary and secondary research data</li> <li>• How marketing fits within organisational structures and processes</li> <li>• Search engine optimisation techniques and effective video production and publishing practice</li> </ul>
Skills developed will include:	<ul style="list-style-type: none"> <li>• Writing persuasive text to meet a marketing communications objectives, using common copywriting techniques such as adapting writing style to ensure it is appropriate to different channels in-line with organisational brand guidelines.</li> <li>• Applying creativity to use a website content management system to publish text, images and video/animated content</li> <li>• Use high volume email delivery software to acquire and/or retain one or more market segments and understand the response</li> <li>• Using research/survey software to gather audience insight and/or evaluation</li> </ul>
Behaviours developed will include:	<ul style="list-style-type: none"> <li>• Being professional and customer focussed, showing commitment to putting the customer at the centre of marketing activities</li> <li>• Being committed to continuous development of self and marketing activities through own initiative, within scope of own responsibility, keeping abreast of external developments including competitor and market trends</li> <li>• Being reflective and analytical, solving problems with internal and external sources of intelligence and data with a commitment to using evidence to support decisions</li> <li>• Being responsive and flexible, able to work at pace within deadlines balancing short and long term priorities</li> </ul>

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