

# MARKETING EXECUTIVE APPRENTICESHIP LEVEL 4

For new or existing staff

Marketing is vitally important to all businesses providing the insight to develop and deliver new products and services to meet ever-changing customer needs. It is the process of researching, developing, promoting and distributing, products or services through effective channels to engage with a range of target audiences. Occupations in marketing span most industries and sectors and the roles can sit within a specific company/agency that provides marketing deliverables and advice to external clients, or within an internal marketing team, delivering marketing activities to drive that business. Marketing teams generally work with external agencies to deliver specialist elements of their marketing campaigns.

## Qualification

### Marketing Executive Apprenticeship 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 marketing industry and/or progress on to higher marketing qualifications

A Marketing Executive will help shape, support and deliver marketing plans, working in conjunction with the Marketing Manager who will define the overall marketing strategy. A highly audience focused role which requires creativity, communication and project management skills - these individuals are responsible for planning and executing tactical and targeted marketing activity.

#### Delivery model and duration:

Training is delivered in the workplace with a mixture of face to face and remote sessions. As we offer this qualification nationally, we do offer remote sessions for those learners working outside of the county.

**Duration: 17 months practical period, plus up to 7 months End Point Assessment**

#### Ideal for:

- Marketing Executive
- Marketing Officer
- Marketing Specialist
- Marketing and Communications Officer

#### The apprenticeship will cover the following core areas:

- Managing and maintaining key marketing channels, including digital, offline and social media
- Planning and delivering tactical integrated marketing campaigns
- Managing the production and distribution of marketing materials
- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organisations
- Collecting and analysing research information to understand target audience behaviour and views across the market in general and the marketing mix
- Assisting in the achievement of brand positioning to agreed guidelines
- Organising and attending events such as conferences, seminars, receptions and exhibitions

#### Benefits to business:

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

#### 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)

#### Entry Criteria:

- GCSE grades A-C or 9-4 in English and Maths, plus at least 6 months previous marketing experience and ideally a previous L3 Marketing qualification

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## End Point Assessment

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

- Knowledge Test - a 90 minute multiple choice online knowledge test
- Project Showcase - comprising of a work based project report, a presentation and a Q&A session
- Professional Discussion - a 50 minute discussion between the apprentice and the Independent Assessor

## Components

English and Mathematics qualifications completed in line with the apprenticeship funding rules.

### Knowledge developed will include:

The concepts of brand positioning and management and implementing process to support corporate reputation.

The characteristics and plans of the business and sector they work within, including vision and values.

The principles of effective market research and how this can influence marketing activity e.g. valid data collection sources and methodologies and usage, including digital sources, and when to use quantitative and qualitative methods.

Basic principles of product development and product/service portfolios.

The features and benefits of different marketing communication channels and media, both digital and offline, and when and how to apply these.

### Skills developed will include:

Coordinating and maintaining key marketing channels (both digital and offline)

Using good project and time management to deliver projects/tasks/events as appropriate, effectively. Including the ability to divide time effectively between reporting, planning and delivery.

Monitoring project budgets within their scope of work using appropriate systems and controls.

Evaluating the effectiveness of marketing campaigns by choosing the appropriate digital and offline data sources.

Coordinating several marketing campaigns/projects/events to agreed deadlines.

### Behaviours developed will include:

A tenacious and driven approach to see projects through to completion.

A creative and analytical mind, with a willingness to think of new ways of doing things.

A high level of professionalism, reliability and dependability with a passion for the customer.

Being a proven 'self-starter' and having an adaptable approach to meet changing work priorities.

Coming up with ideas and solutions to support the delivery of their work.