

Marketing Executive Apprenticeship Standard



Role/Occupation: Marketing Executive

Level 4

Overview: Helping to shape, support and deliver marketing plans, working in conjunction with the Marketing Manager.

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.

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.

Typical responsibilities include:

- 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 (including agencies) 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

DURATION

The apprenticeship will typically take 15-21 months to complete.

ENTRY REQUIREMENTS

Entry requirements will be determined by individual employers.

ENGLISH & MATHS

Apprentices without Level 2 English or Maths will need to achieve this prior to taking their End Point Assessment.

For those with an education, health and care plan or a legacy statement, the minimum English and Maths requirement is Entry Level 3. For those whose primary language is British Sign Language, BSL qualifications are an alternative to English qualifications.

QUALIFICATIONS

There are no mandatory qualifications for this apprenticeship standard.

LINK TO PROFESSIONAL REGISTRATION

This standard has professional recognition to the **Chartered Institute of Marketing (CIM)** and successful completion of the apprenticeship would meet the registration requirements to join as an Affiliate Member.

COMPETENCIES

Knowledge	What is required
Marketing Concepts & Theories	<p>The fundamentals of marketing theory that support the marketing process e.g. the extended marketing mix (7P'S: Product, Price, Place, Promotion, Physical environment, Process, People), product development, and segmentation</p> <p>The concepts of brand positioning and management and implementing process to support corporate reputation</p> <p>The principles of stakeholder management and customer relationship management (CRM), both internal and external, to facilitate effective cross-functional relationships internally, and channel and customer relationships externally</p>
Business Understanding & Commercial Awareness	<p>The characteristics and plans of the business and sector they work within, including their vision and values</p> <p>How marketing contributes to achieving wider business objectives</p> <p>The target audience's decision making process and how that can influence marketing activities</p> <p>The sector specific legal, regulatory and compliance frameworks within which they must work, including current Data Protection regulations</p>
Market Research	<p>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</p>
Products & Channels	<p>Basic principles of product development and product/service portfolios</p> <p>The marketing landscape and how routes to market interplay most efficiently, e.g. franchise model, distribution</p> <p>The features and benefits of different marketing communications channels and media, both digital and offline, and when and how to apply these</p>

Skills	What is required
Marketing Campaigns	<p>Coordinate and maintain key marketing channels (both digital and offline)</p> <p>Plan and deliver tactical campaigns against SMART (Specific, Measurable, Achievable, Realistic, Time-bound) objectives</p> <p>Manage the production and distribution of marketing materials, e.g. digital, print and video content as appropriate</p>
Budget Management	<p>Monitor project budgets within their scope of work using appropriate systems and controls</p>

Skills	What is required <i>(Continued)</i>
Interpersonal & Communication Skills	Produce a wide range of creative and effective communications, including ability to write and proofread clear and innovative copy, project briefs, and give confident presentations Able to engage and collaborate with a wide range of clients/stakeholders, across departments internally and with clients/suppliers externally to support marketing outcomes as required
Service Delivery	Use 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 Coordinate several marketing campaigns/projects/events to agreed deadlines Effectively liaise with, and manage, internal and external stakeholders including suppliers to deliver required outcomes
Evaluation & Analysis	Evaluate the effectiveness of marketing campaigns by choosing the appropriate digital and offline data sources. Assimilate and analyse data and information from a range of sources to support marketing activities Evaluate data and research findings to derive insights to support improvements to future campaigns
Systems & Processes	Effectively use appropriate business systems and software to deliver marketing outcomes efficiently, for example to analyse data, produce reports and deliver copy Use appropriate technologies to deliver marketing outcomes e.g. digital/web, analytics, social media, CRM

Behaviours	What is required
Agile & Flexible	A tenacious and driven approach to see projects through to completion Being a proven 'self-starter' and have an adaptable approach to meet changing work priorities
Creative Thinker	A creative and analytical mind, with a willingness to think of new ways of doing things They come up with ideas and solutions to support the delivery of their work
Resilience & Continuous Improvement	A willingness to learn from mistakes, as not all activities go to plan, and improve their own performance as a result
Professionalism & Emotional Intelligence	A high level of professionalism, reliability and dependability with a passion for the customer A collaborative approach is central to how they work, showing empathy and being mindful to the needs/views of others Ethical behaviour in the way they approach marketing activities and their work, valuing equality & diversity

ON-PROGRAMME DELIVERY

Each apprentice will be allocated a Coach to support ongoing learning and preparation for End Point Assessment. In addition Progress Reviews will take place regularly to ensure the apprentice is on track. All apprentices will be invited to attend relevant workshops to support the development of their Knowledge, Skills and Behaviours.

END POINT ASSESSMENT

The EPA consists of three assessment methods:

1. Multiple Choice Knowledge Test
2. Project Showcase
3. Professional Discussion

The EPA will be conducted by an Independent External Assessment Organisation (IEAO).

PROGRESSION

Please talk to us about progression from this apprenticeship.

REALITY CHECK

- Time and support required from the employer to the apprentice during the apprenticeship to include: regular Performance Reviews, relevant off the job training and preparation for the final EPA
- Expectation of significant amounts of study/work from the apprentice in order to meet the requirements of the apprenticeship
- Employer has to be involved in the EPA and provide support and time to the apprentice in preparation for the EPA

COSTINGS

Maximum Funding Band: £6,000

The cost of the apprenticeship will be negotiated with you in line with Government guidelines

Additional Costs:

- Optional - IT Functional Skills Level 2 - £200

PLEASE CONTACT APPRENTICESHIPS@CIRENCESTER.AC.UK FOR FURTHER INFORMATION

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