

Apprenticeship Standard **Marketing Executive**



Marketing Executive

Duration: 18 months

Funding Band: £6,000

Reference Number: ST0572

Level 4

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, online 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 (incl. 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

The **Marketing Executive** typically reports to a Marketing Manager.

Typical job titles include:

- Marketing Executive
- Marketing Officer
- Marketing & Communications Officer
- Marketing Specialist
- Communications Executive
- Communications Specialist



Requirements:

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 apprenticeships English and Maths minimum requirement is Entry Level 3, and British Sign Language qualifications are an alternative to English qualifications for those whom this is their primary language.

Employers involved in creating this apprenticeship standard:

A F Selection, British Airways, Bauer Media Group, Birmingham City University, British Engines, British Telecommunications PLC, Chartered Institute of Marketing, Clarks Ltd, Portsmouth City Council, Mercedes Benz Financial Services UK Ltd, Plott Creative, Prospects Services, Seetec.

Marketing Executive Modules



1 day
workshop per
month



½ day of
independent
research



½ day
mentor visit



1 day off-role
activity

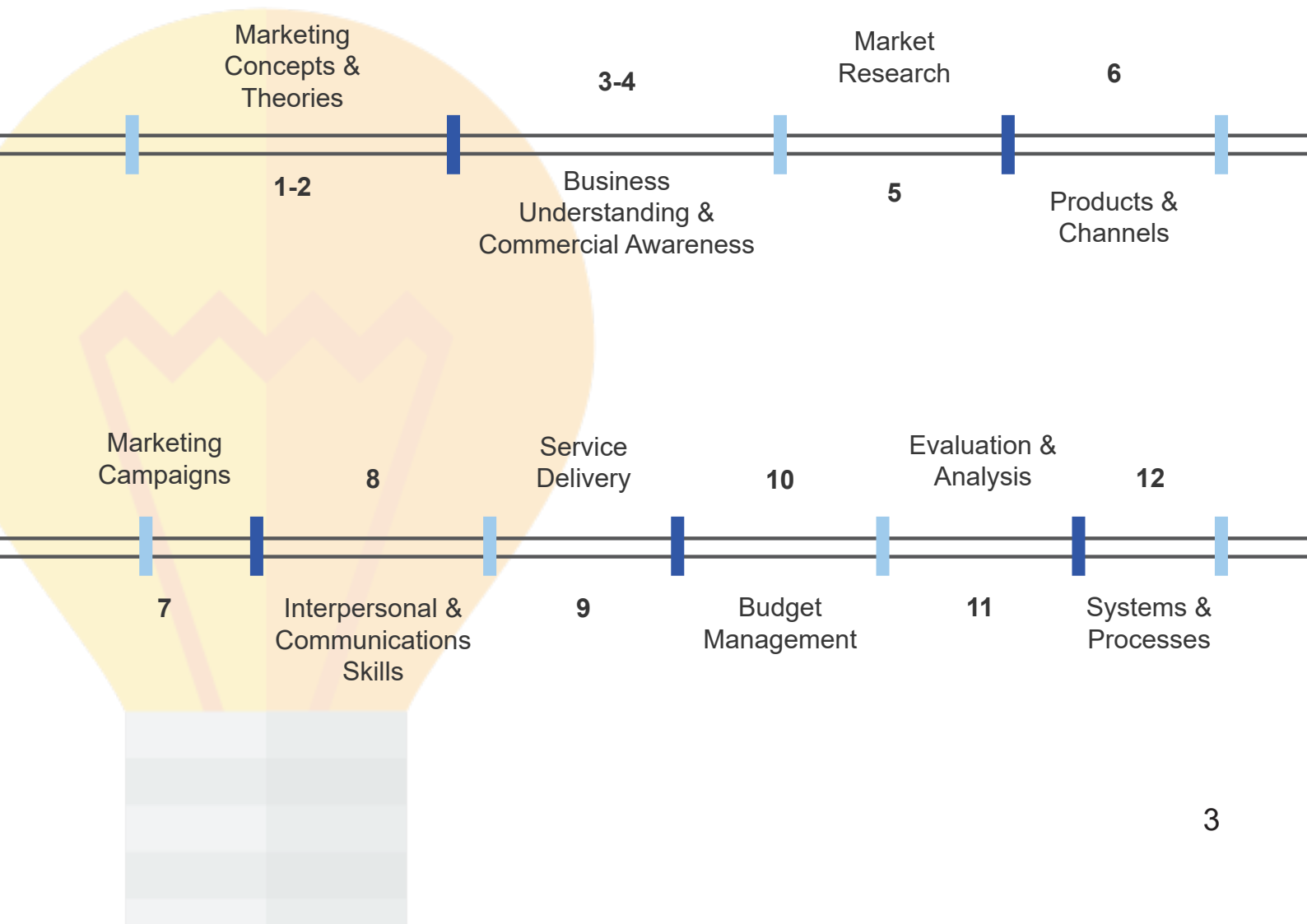


7.5 hours of
eLearning



2 hour tutor
support

Month by Month



Total Study Time over 12 Months



12
workshop days



45 hours of
independent
research



36 hours of
mentor visits



12 off-role
activity days



90 hours of
eLearning



24 hours
tutor support

Total Hours = 375

The Gateway and End-point assessment will take 3 months to complete after the 12 months has finished, making the apprenticeship a total of 15 months.



Workshops

Our interactive workshops deliver the key knowledge of the programme. Workshop trainers are all experts in their areas who will be able to give you real life examples and help you relate learning outcomes to your role.



Independent Research

A task set at each workshop helps apply knowledge to a project within the workplace. This will require independent research, supported by your mentor so that the work you produce can form part of your portfolio of evidence.



Mentor Session

Your mentor will visit you in the workplace each month for approximately 2 - 2 ½ hours duration (occasionally this may be a remote session). They will ensure you have understood and can apply your learning as well as discuss the elements such as wellbeing, safeguarding and British values.



1-Day Off-role Activity

A flexible opportunity to spend a day with a colleague, another team/department or customer - or attend an event/conference which will enhance your knowledge in the area of the apprenticeship, the organisation and its stakeholders.



eLearning

Using our accredited eLearning materials on our Learning Management System (the Refinery) as well as core texts your self-guided studies will be interactive and tracked and contribute to the 20% off-role study time.



2-Hour Tutor Support

An optional support call each month provides an opportunity to discuss individual, specific questions about the programme and content. Arrangements for the one-to-one call are made between apprentice and support tutor.

Gateway

The EPA will only start once the **employer** is satisfied that all requirements for the EPA have been met and can be evidenced to an end-point assessment organisation, and that the apprentice is consistently working at or above the level set out in the Standard. Employers may wish to take advice from their apprentice's training provider.

The apprentice's project plan for the Project Showcase should also be discussed and agreed at EPA gateway by the apprentice and their line manager. A short Project Plan Summary should then be submitted to the EPAO for approval to ensure comparability of level of demand and scope with other projects. The EPAO will provide a one-page template for submission of the Project Plan Summary – which should be a maximum of 350 words. The EPAO will notify the employer within 7 working days of receipt that the project is acceptable.

Submission of the Project Plan Summary will also act as notification of the apprentice entering the EPA to aid planning and delivery.

End-point Assessment

The apprentice will be assessed against the apprenticeship Standard using three complementary end-point assessment (EPA) methods. The assessment is synoptic, i.e. takes a view of the overall performance of the apprentice in their job and will take up to 5 months to complete following the gateway.

End-point Assessment Methods



Multiple
Choice Test



Project
Showcase



Professional
Discussion

Contact Professional Academy

To find out more about the apprenticeships that Professional Academy have to offer visit professionalacademy.com/apprenticeships

You can also call us on 01223 365 505 or give us an email at enquiries@professionalacademy.com