

# L4

> Apprenticeship



DIGITAL  
Skills Solutions

## MARKETING EXECUTIVE

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

> **Duration**

Typically 15-21 months

> **Route**

Sales, marketing and procurement

## THE ROLE

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.

### FOR MORE INFORMATION, CONTACT US

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# 92%

# of our apprentices gain full-time employment



## Roles/occupations may include:

- > Marketing Executive
- > Marketing Officer
- > Marketing & Comms Officer
- > Marketing Specialist
- > Communications Executive
- > Communications Specialist



## Key responsibilities are likely to 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
- > Assisting in the achievement of brand positioning to agreed guidelines
- > Organising and attending events such as conferences, seminars, receptions and exhibitions



## Progression

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



## Entry requirements

- > The entry requirement for this apprenticeship will be decided by each employer
- > Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment
- > *Successful interview*



## Application process

To find out more or speak to us about vacancies, please **CONTACT US**