

Apprenticeship standard **Marketing Manager**



Marketing Manager

Duration: 18 months

Funding band: £9,000

Reference Number: ST0612

Level 6

Typical job titles include:

- Marketing Manager
- Marketing & Communications Manager
- Corporate Communications Manager
- Product/Proposition Manager
- Insight/Innovations Manager

A **Marketing Manager** is responsible for the marketing activities and strategy of their organisation. From overseeing the marketing budget, planning and implementing campaigns to tracking their success and reporting back to senior management.

They have a strategic focus, ensuring that marketing activities align to brand guidelines and shape business needs and objectives and deliver a return on investment. A Marketing Manager will develop, position and promote the products or services of the company, selecting appropriate channels and using appropriate messaging. Being a Marketing Manager requires in-depth experience of marketing as well as great communication skills, high levels of creativity and the confidence to manage a team of marketers.

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.

Typical responsibilities include:



Developing and implementing the operational marketing strategy, key marketing campaigns and stakeholder engagement plans to deliver against key business objectives



Delivering data and evidence-driven decision making through commissioning reliable research to inform marketing strategies



Tracking and reporting on marketing/sales data to inform senior management decision making



Establishing marketing goals based on campaign analysis, product/service performance and market forecasts



Managing the marketing budget to develop cost-effective marketing plans



Approves and oversees the creative development of a range of marketing materials/channels



Manages relationships with key stakeholders to support marketing delivery and corporate reputation, this may include briefing and managing external agencies or specialist marketing teams (e.g. digital) internally

Who do they report to?

A **Marketing Manager** normally reports to a director, and depending on the size/structure of the marketing team/organisation may have responsibility for a team of Marketing Executives/Marketing Assistants.

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 Manager Modules



1 day
workshop per
month



½ day of
independent
research



½ day
mentor visit



1 day off-role
activity

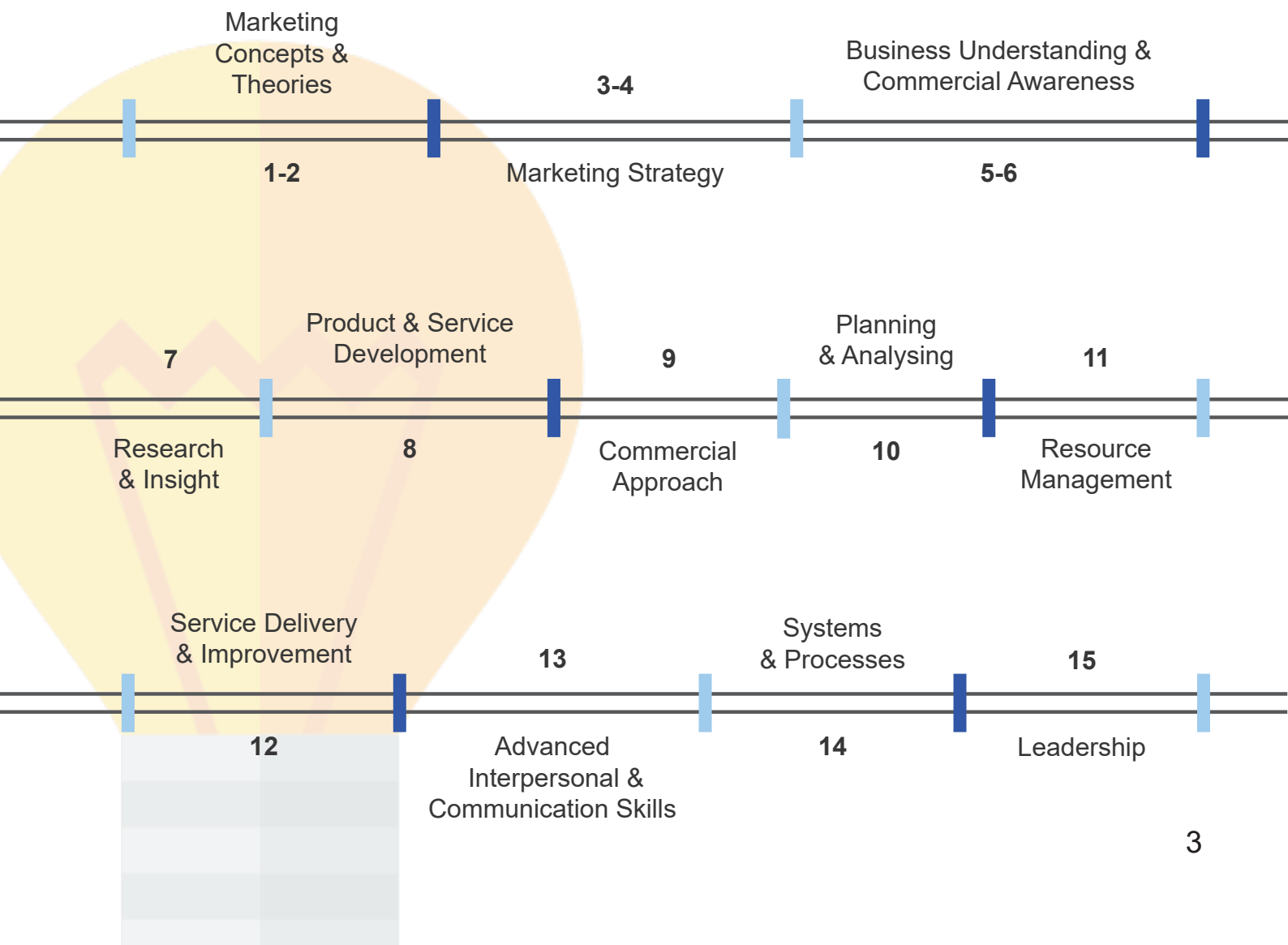


7 hours of
eLearning



2 hour tutor
support

Month by Month



Total Study Time over 15 Months



15
workshop days



60 hours of
independent
research



45 hours of
mentor visits



15 off-role
activity day



105 hours of
eLearning



30 hour tutor
support

Total Hours = 465

The Gateway and End-point assessment will take 3 months to complete after the 15 months has finished, making the apprenticeship a total of 18 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



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