

In association with:



Marketing plays a key role in every business. Building your brand, engaging with customers and getting your company message across to your audience will help contribute to new and loyal customers. Our nationwide Marketing Executive programme teaches the latest techniques in the [marketing mix](#), enabling learners to possess deeper understanding to [marketing campaigns](#), [budget optimisation](#) and [stakeholder relationships](#).

Programme breakdown

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.



Duration: Typically 17 months.



Who is it for?: Learners who want to learn more about digital marketing & will have exposure to it in their role.



What is learnt on programme?:



Marketing Concepts and Theories



Market Research



Commercial Awareness



Typical job roles: Marketing Executive, Marketing Officer, Marketing and Communications Officer, Marketing Specialist, Communications Executive, Communications Specialist



Certification: Certified by CIM, the Chartered Institute of Marketing 



Qualification & added value: The learner will receive a qualification in the Marketing Executive Level 4 Apprenticeship standard. This apprenticeship is designed to prepare successful apprentices to meet the requirements for registration as an Affiliate Member with the Chartered Institute of Marketing (CIM).

The learner will also gain access to a extensive MyCIM library resource, including CPD, skills analysis and opportunity to work towards chartered marketer status.

Induction process

Pre-induction

Before the learner signs up to the programme, they will get invited to a briefing session to make sure it is right for them and then be introduced to our dedicated on-boarding team to ensure eligibility. From here, they will complete their English and Maths initial assessments and a date will be arranged to conduct their sign-up.

Enrolment

During this session the learner's business coach will discuss the apprenticeship and show the learner around OneFile, our modular e-resource platform. They'll discover more about the modules that make up their apprenticeship and complete the enrolment process. Following the session, work will commence on their self-development project alongside completing the first pieces of e-Learning. Functional Skills learning will also be completed at this point if required.



Coaching support

Regular coach visit to

- Give feedback on any self-study the learner has completed.
- Provide one-to-one learning and support. This includes a quarterly progression review with the learner and their line manager.
- Gather evidence for their portfolio.
- Discuss their Maths and English skills.
- Support the learner for their knowledge module exams.

Functional Skills

Functional Skills (FS) support the learners development of practical skills in English and Maths if they have not obtained grade A-C at GCSE level in those subjects.

They will need to sit the functional skills exam if they cannot provide evidence of certificates from their GCSEs. Their coach will provide support throughout their learner journey based on their individual needs.

Additional Learning Support

All learners will take assessment tests through our Candidate Management Onboarding Team so we can identify any additional support methods that will benefit their learning and future career aspirations.

We provide our learners with a tailored learning support plan offering further individual development and growth, supported by their Business coach.

Remote learning

Our learners benefit from always-on access to both our resources and training expertise. We have harnessed the latest technologies to provide a remote learning product that means learners can benefit from all our training and development programmes wherever they are.

Online coaching

We have great coaches with years of experience in delivering the most relevant and useful information to support people to achieve their goals.

Now, through remote access technologies like [Microsoft Teams](#) or [Zoom](#), learners can see, hear and collaborate with our apprenticeship Business Coaches. This gives them direct access to ask questions and receive bespoke support relevant to the stage of their programme. This collaborative and interactive approach adds value to the learning experience and is now offered in a fully online environment.



Learner journey

Learners will be supported monthly by our business coaches. This is alongside quarterly reviews involving the learner's manager & attending 7 days of facilitated training to ensure they are fully equipped to become a Marketing professional.

Milestone 1

Onboarding, induction & start of learning

Learner completes induction & an individual learning plan is created. Discussion include health & safety, welfare, company aims & professional skills

- ✓ SWOT & Personal development Plan
- ✓ Introduction to MyCIM, CPD Log, Skills Analysis

Portfolio: Induction activity (5%)



Milestone 2

Market Audit & Research Workshop – (3 days)

- ✓ Advanced Marketing Mix
- ✓ Product & Service Portfolios

Marketplace Audit (SWOT)

Analysing & synthesising information from multiple sources to generate insights & support the strategy process & achievement of marketing goals

Portfolio: 15%



Milestone 3

Brand Workshop (2 days)

Learners will study how to:

- ✓ Define brand strategy & positioning
- ✓ Manage & protect your brand through using clear brand guidelines
- ✓ Track performance to inform future brand activities

Portfolio: 25%



Milestone 4

Market Audit & Brand Strategy Assignment

Learners will synthesize & analyse information from multiple sources to generate insights to support the strategy process. Enabling the learner to update marketing plans in alignment with business goals

Learners will present their brand strategy, positioning, brand guidelines & marketing objectives

Portfolio: 45%



Milestone 5

Marketing Plans & Reports Workshop – (2 days)

Learners will understand how to create & apply an integrated marketing communications plan, optimising their marketing mix, selecting channels, customer journeys & content planning

Learning how to budget & plan resource effectively, whilst monitoring & measuring effectiveness against marketing objectives

Portfolio: 55%



Milestone 6

Marketing Plan Assignment

Learners will create & present their marketing plan, based on the company's brand strategy & audit.

Learners will use project management tools to budget, plan tasks & resource in order to implement their plan, whilst effectively measuring strategy against objectives

Portfolio: 75%



Milestone 7

Project / Campaign Evaluation

Learners will plan & create a professional campaign report that evaluates activities & recommends improvements using measurement data & analytics

Portfolio: 95%



Milestone 8

EPA Gateway Preparation

Provide the learner with clarity of the end point assessment process & the expectation

Project Plan Development for EPA submission

Portfolio: 100%



Milestone 9

End Point Assessment

- ✓ Multiple Choice Exam
- ✓ Project / Campaign Report
- ✓ Presentation & Q&A
- ✓ Professional Discussion

Outcome: Learner meets business coach to explore next steps in their career



Programme assessment

End point assessment (EPA)

The final stage of the learner's learning journey is the EPA which will be carried out by an independent assessor. The EPA is broken down into three stages.

EPA preparation

The learner will have an EPA preparation session which will help them get ready for the exam, Project Showcase and a session preparing for the interview.

Gateway

Gateway is a meeting that takes place towards the end of the programme, between the learner, their line manager and their coach, to discuss their progress and decide whether they fully meet the requirements of the apprenticeship standard. Once the learner's portfolio is completed, have completed the knowledge module exams, the requirements for Functional Skills are evidenced and the Employer Reference is done, they can proceed through gateway to their end point assessment.

Multiple Choice Exam, Project Showcase & Professional Discussion

- **Multiple Choice Exam:** A 90 minute exam designed to test the apprentice's underpinning knowledge.
- **Project Showcase:** The Project Showcase has three marked components (the Project Report, Presentation and Q&A) that together should evidence the Knowledge, Skills and Behaviours mapped to this assessment. The Project Showcase must be based on a real business requirement to best test competence.
- **Professional Discussion:** A structured discussion between the learner and the independent assessor.

After this stage, the learner will receive a final grade of either a pass, merit or distinction.



Our apprenticeships available to Hampshire County Council staff

Digital

Information Communications Technician	Data Readiness	Data Analyst
Business Analyst	Software Developer	Network Engineer
Multi-Channel Marketer	Content Creator	Marketing Executive

About us

Just IT is all about making careers happen. As a multi, national award-winning company, operating for over 20 years, we support learners through our unique offering of Apprenticeships, Recruitment and Training services.

We put our customers at the centre of everything we do and that ensures that we run a business where candidates return continually to further develop their career and clients return to us on a repeat basis.

We have trained and developed over 12,000 candidates' careers and our focus on service means we have a 91% Employers satisfaction rating and 90% rate us good/Excellent.



To register your interest in using the programme, please email Andrew Walker: andreww@justit.co.uk