

Level 4 Marketing Executive

Role Overview

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 (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.
- How marketing contributes to achieving wider business objectives.
 - The target audience's decision-making process and how that can influence marketing activities.
 - The sector specific legal, regulatory and compliance frameworks within which they must work, including current Data Protection regulations.
 - 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.
 - Basic principles of product development and product/service portfolios.
 - The marketing landscape and how routes to market interplay most efficiently, e.g., franchise model, distribution.
 - The features and benefits of different marketing communication channels and media, both digital and offline, and when and how to apply these.

Course Content Includes

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.

- The concepts of brand positioning and management and implementing process to support corporate reputation.
- 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.
- The characteristics and plans of the business and sector they work within, including their vision and values.

Professional Recognition

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

English and Maths

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.

Duration

15 - 21 months

Venue

The course will be delivered and supported in the workplace and by the training provider.

If functional skills are required, this may be delivered in the workplace or with the training provider.

Contact us for further information:

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