



| APPRENTICESHIPS |

MARKETING EXECUTIVE

Helping to shape, support and deliver marketing plans, working in conjunction with the marketing manager.

A Marketing Executive will work 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.

You will develop knowledge and skills relating to marketing concepts and theories, business understanding and commercial awareness, evaluation and analysis and marketing campaigns.

Dependent upon the size of the organisations and the marketing executives' job title will vary, but typically they can include marketing officer, marketing and communications officer and marketing specialist.

The apprenticeship will also focus on key behaviours such as agile and flexible, resilience and emotional intelligence.



LEVEL

4



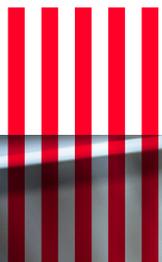
DURATION

15 MONTHS



COST

THERE ARE TWO MAIN FUNDING METHODS BY WHICH APPRENTICESHIP COSTS CAN BE COVERED: LEVY AND NON-LEVY





HOW WILL THE TRAINING BE DELIVERED?

This apprenticeship programme will focus on 3 areas of learning and development: Knowledge, Skills & Behaviours.

We have replicated what we have learnt on the pitch and applied it to the corporate world. We will embed our corporate athlete tactics, supporting your mental focus, physical capacity, emotional connectivity and aspirational alignment, allowing you to thrive in the most challenging circumstances.

HOME OR AWAY?

Delivery is within the workplace and at the home of your organisation, however you will be invited to masterclasses at our inspiring stadium or other similar sites, away.

It is expected that you will spend 20% of your contractual working hours undertaking learning and development. Reasonable time for training while at work should be given and may include reflection, mentoring and the development of new skills while at work.

HOW WILL I KNOW THE PROGRAMME IS RIGHT FOR ME OR MY COMPANY?

An advisor will discuss job roles, career aspirations and organisations' operational needs, to ensure the right level and programme is chosen. In addition, there will be an initial starting period of analysis, called a Flying Start, where advice and guidance may suggest a different learning path to excellence.

WILL THERE BE AN EXAM?

Yes, apprentices will be formally assessed at the end of their programme by an Independent Examiner. The assessment of competence will include several assessment methods, multiple choice test, three-part project including a report, presentation and Q&A and professional discussion. The exams may be conducted at the workplace or at another location.

ENGLISH AND MATHEMATICS

If you don't already hold GCSE level A*- C or equivalent in either of these subjects, your programme will include teaching and examination of Level 2 Functional Skills.

You will be required to achieve a Level 2 to complete your apprenticeship.

THE NEXT STEPS

Learners can progress onto an Advanced or Higher Apprenticeship in a vocational expertise in Management.

Available courses:
Level 5 Management, Chartered Managers Status or Higher Education.



FURTHER READING

Government guides to apprenticeship:

[www.gov.uk/topic/further-education-skills/ apprenticeships](https://www.gov.uk/topic/further-education-skills/apprenticeships)

www.instituteforapprenticeships.org/apprenticeship-standards/

