

Marketing Assistant



This occupation is present in various sectors and industries, such as manufacturing, retail, and healthcare, and involves supporting customer-focused marketing activities. The role's aim is to raise awareness and drive demand for products or services.

Marketing Assistants, as part of the Marketing team, contribute to implementing marketing strategies and plans. They work with internal and external colleagues such as sales, operations, and customer insight teams, and are responsible for coordinating and delivering marketing activities such as content creation, market research, and campaign analysis. The level of autonomy varies, and they are typically supervised by a more experienced member of the marketing team.

Entry Requirements

Employers will set their own entry requirements for this apprenticeship.

Apprenticeship Duration

This apprenticeship typically takes 18 months.

Level

This apprenticeship standard is set at level 3.

Qualifications

- 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 apprenticeship's English and maths minimum requirement is Entry Level 3. A British Sign Language (BSL) qualification is an alternative to the English qualification for those whose primary language is BSL.

Professional Recognition

This apprenticeship is designed to fulfil the prerequisites for becoming an Affiliate Member of the Chartered Institute of Marketing (CIM).

End Assessment

The employer, training provider and apprentice will agree together about when the apprentice is ready to undertake the independent end assessment.

ART Providers Trainers

They will help the apprentice decide on a personal learning and development plan and help then setting a timetable of learning activities in preparation for the End Point Assessment (EPA). The ART Providers Training Consultant will meet with the apprentice regularly either online or face to face to complete and review assessments, provide further coaching and agree the next steps of the learning process.



For more information contact us at:
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Occupation duties:

Duty	Description	KSBs
Duty 1	Create and edit content in collaboration with senior colleagues for offline and/or digital marketing channels, such as website, social media, sales materials or event displays, ensuring that brand guidelines are met in order to achieve marketing objectives.	K2 K3 K7 K10 K11 K16 K17 K18 S2 S3 S4 S7 S8 S9 B1 B2 B3 B7 B8 B9
Duty 2	Publish editorial, creative and video content via social media or video sharing platforms, e.g. LinkedIn, Twitter, Instagram.	K2 K3 K7 K10 K11 K17 K18 S2 S3 S4 S8 S9 B1 B2 B4 B7 B9
Duty 3	Specify, purchase and quality assure marketing goods and services from external suppliers e.g. place a brochure print order, book exhibition space, book media space.	K1 K3 K5 K9 K15 S6 S9 S10 B2 B4 B6 B7 B8
Duty 4	Manage the cataloguing of offline and digital marketing assets including permissions and compliance, in-line with marketing regulations and legislation, e.g. storage and organisation of marketing materials, administering creative asset management systems.	K2 K3 K8 K16 S5 S11 B4 B7 B8
Duty 5	Monitor and evaluate marketing delivery effectiveness by producing and interpreting reports from one or more marketing tools or systems, e.g. marketing automation report; social media monitoring report; analytics and metrics reports, budget tracker.	K2 K3 K4 K6 K12 K13 K14 K18 S1 S10 S11 S12 S13 B1 B3 B5 B7
Duty 6	Contribute to the planning, delivery or evaluation of marketing activity through creation of written planning and evaluation documents and presentations, e.g. marketing campaign results, market and customer intelligence research, update marketing plan.	K1 K3 K5 K6 K8 K14 S1 S10 S11 S12 S13 B1 B2 B3 B4 B5 B6 B7 B9
Duty 7	Use content management software to publish and refresh effective online content to engage with different customer segments.	K2 K3 K4 K7 K10 K11 K17 K18 S2 S3 S7 S8 S9 B1 B2 B7 B8 B9
Duty 8	Use appropriate primary and secondary research methods including survey tools and desktop research to gather marketing insight or evaluation, and inform marketing decisions, planning and delivery.	K2 K3 K4 K6 K7 K14 S1 S10 S11 S12 S13 B1 B2 B3 B5 B7
Duty 9	Monitor marketing expenditure and activities to a specified budget and plan, ensuring invoices are processed efficiently	K5 K8 K9 K15 S11 B2 B4 B7
Duty 10	Efficiently and effectively source creative assets (photographs, graphically designed creative, video content) for the production of marketing communication collateral in-line with regulations and legislation.	K2 K3 K7 K9 K16 S5 S6 S8 S10 B1 B2 B4 B7 B8 B9
Duty 11	Establish and maintain effective day to day relationships and communication between the marketing function and internal and external stakeholders to support marketing activities.	K5 K8 K9 K12 S9 S10 S12 B1 B4 B5 B6 B8
Duty 12	Implement marketing activities through marketing administration, e.g. organise an exhibition display, arrange a marketing meeting, organising an event.	K1 K5 K7 K8 K9 K10 K15 S5 S6 S7 S8 S9 S11 S12 S13 B2 B3 B4 B5 B6 B7 B8

KSBs

Knowledge

K1	Marketing theory, concepts and basic principles e.g., what marketing is, the marketing mix (7Ps: product, price, place, promotion, physical environment, process, people), the promotional mix and the difference between its elements (advertising, sales, public relations etc), what a marketing plan is.
K2	Current technologies such as systems and software, that can help deliver effective marketing planning (research), delivery and evaluation
K3	Legislation and regulatory frameworks affecting marketing operations, e.g. General Data Protection Regulation (GDPR)/eprivacy, trading laws, copyright law, Advertising Standards Authority (ASA)
K4	Principles of Marketing ethics such as targeting vulnerable adults and children; principles of conducting marketing communications in a legal, decent and honest manner, advertising being clearly differentiated from news/entertainment, ensuring consumer data is never compromised and marketing strategies avoid stereotyping
K5	The Internal dependencies that positively and negatively influence the success of marketing, e.g. IT, finance, sales, operations
K6	Primary and secondary research and the different sources of primary and secondary research data
K7	Brand theory (positioning/value/identity/guidelines) to a basic level
K8	How marketing fits within organisational structures and processes
K9	How to brief and manage external marketing suppliers, and an understanding of the risks to ineffective briefing/management
K10	Copywriting and proofreading techniques
K11	Search engine optimisation techniques and effective video production and publishing practice
K12	The benefits of a customer relationship management system
K13	The benefits of marketing automation processes and systems
K14	The metrics relevant to the delivery and evaluation of marketing activity, and an understanding of which are most relevant to that activity
K15	Budgeting principles and good procurement practice
K16	Importance of planning and maintaining offline and digital assets
K17	Awareness of social media platforms appropriate to customer and business segments
K18	The customer journey and the customer segments relevant to their market

KSBs

Skills

S1	Use research/survey software to gather audience insight and/or evaluation
S2	Applying creativity to use a website content management system to publish text, images and video/animated content
S3	Use a social media platform to publish text, images and video content
S4	Use high volume email delivery software to acquire and/or retain one or more market segments and understand the response
S5	Organise offline and digital assets in a coordinated and legally compliant way (there may be several pieces of legislation that a Marketing Assistant may need to comply with, these should be relevant to the sector they work in and the type of activity. Examples include GDPR; Consumer Protection from Unfair Trading Regulations 2008; Consumer Credit Act; Copyright, Designs and Patents Act)
S6	Able to compile briefs for an external marketing supplier (e.g. printer/display stand producer/graphic designer etc) and oversee successful delivery in-line with specification
S7	Write persuasive text to meet a marketing communications objective, using common copywriting techniques such as adapting writing style to ensure it is appropriate to different channels in-line with organisational brand guidelines.
S8	Proofread marketing copy to ensure that it is accurate, persuasive and legally compliant and is on brand.
S9	Able to plan and coordinate a marketing activity (external and/or internal) comprising several different marketing tactics to acquire or retain one or more customer segments. Carries out the tasks within known resources.
S10	Analyse and present defined external and internal marketing data to inform discussions about planning, delivery and/or evaluation of marketing activities/brand performance.
S11	Spreadsheets - create and maintain spreadsheets using common business software, e.g. Excel, Numbers, in support of marketing activities (such as project/budget planning and monitoring, and to support organisation of marketing assets)
S12	Presentations - compile and present marketing information (e.g. to inform internal stakeholders of the results of a marketing tactic or present ideas for future marketing tactics) using common business software, e.g. PowerPoint. Basic presentation skills to deliver these findings.
S13	Compile a report from a marketing system/software, e.g. CRM, Google Analytics, Dotmailer

Behaviours

B1	Professional and customer focussed, shows commitment to putting the customer at the centre of marketing activities
B2	Apply ethical behaviour in planning, delivery and evaluation of marketing activity. Including carrying out activity in a way that values equality and diversity
B3	Commitment to continuous development of self and marketing activities through own initiative, within scope of own responsibility, keeping abreast of external developments including competitor and market trends
B4	Self motivated - takes responsibility for own actions
B5	Reflective and analytical, solving problems with internal and external sources of intelligence and data with a commitment to using evidence to support decisions.
B6	Collaborative, consultative and supportive to achieve marketing outcomes, good listener, shows empathy with the views of others
B7	Strong attention to detail
B8	Responsive and flexible, able to work at pace within deadlines balancing short and long term priorities (multitask)
B9	Shows creativity in their approach to work

Independent End Point Assessment

The independent end assessment ensures that all apprentices consistently achieve industry-set professional standards and can start working immediately once they have completed a minimum period of learning and development

End Point Assessment Gateway

Before the end point assessment commences ensure:

- Employer is satisfied the apprentice is consistently working at, or above, the level of the occupational standard
- English/mathematics Level 2

Apprentices must complete:

- The employer should agree with the apprentice on the subject/outline of the Work Based Project at gateway - this should be supported with reference to the EPAO's project guidance and examples.

Summary of Independent End Point Assessment Process

The end point assessment consists of two methods:

Assessment method 1: Knowledge test

Which will end with either of the following grades: Fail or Pass or Distinction.

Assessment method 2: Work Based Project Showcase

Which will end with either of the following grades: Fail or Pass or Distinction.

Performance in these assessment methods will determine the overall apprenticeship standard grade of Fail or Pass or Distinction.

The end point assessment would typically take 6 months.

Knowledge Test

The test format can be

- Computer based
- Paper based

Knowledge test will consist of 40 multiple choice questions.



Work Based Project Showcase

This Method has 2 components

- Component 1: Work Based Project Report
 - Relevant project to the apprentice's role and business needs
 - Demonstrates relevant KSBs for the apprenticeship
 - Employer and apprentice should agree on the project
 - Apprentice submits a report within 4 months of EPA start date
 - Report includes introduction, project scope, plan, research, findings, outcomes, recommendations, and appendices
 - Report should be based on the 5 aspects of the marketing process
- Component 2: Competency based professional discussion underpinned by the project
 - Component 2 is a competency-based professional discussion that complements the project report in assessing the apprentice's KSBs.
 - The discussion must be structured and cover the KSBs assigned to this assessment method, and can take place in person or via videoconference.
 - The professional discussion must last 60 minutes, and the independent assessor will ask the apprentice a minimum of 10 open questions, with up to 4 additional questions at their discretion.
 - The independent assessor will use a question bank and guidance provided by the EPAO to assess the apprentice's KSBs, and will make all grading decisions.
 - The professional discussion will be video recorded and graded holistically with the project report.
 - EPAOs will produce clear guidance and documentation for independent assessors, apprentices, and training providers, as well as a question bank and grading mechanism.



Professional Recognition

Aligns with recognition by:

- Chartered Institute of Marketing (CIM)

