

Marketing Executive

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CENTRE



Marketing is essential for businesses to identify and cater to evolving customer needs. It involves researching, developing, promoting, and distributing products or services through channels to engage target audiences.

Marketing roles exist within companies/agencies that provide marketing deliverables and advice to clients, or within internal teams. Marketing Executives work alongside Marketing Managers to plan and execute tactical and targeted marketing activities. Their responsibilities include managing channels, planning campaigns, producing marketing materials, networking, collecting and analysing research information, achieving brand positioning, and organising events. They report to a Marketing Manager and typical job titles include Marketing Executive and Marketing Specialist.

Entry Requirements

Employers will set their own entry requirements for this apprenticeship.

Apprenticeship Duration

This apprenticeship typically takes 15 months.

Level

This apprenticeship standard is set at level 4.

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 meet the requirements for registration as an Affiliate Member with 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.



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Competencies:

Knowledge

The Marketing Executive requires an understanding of:

Marketing Concepts & Theories

- Marketing theory fundamentals, including the extended marketing mix (7P's: Product, Price, Place, Promotion, Physical environment, Process, People), segmentation, and product development.
- Brand positioning and management, including processes to support corporate reputation.
- Stakeholder and customer relationship management (CRM) principles, including effective cross-functional relationships and external channel and customer relationships.

Business Understanding and Commercial Awareness

- Characteristics and plans of the business and sector, including vision, values, and marketing's role in achieving wider business objectives.
- Target audience decision-making processes and their influence on marketing activities.
- Legal, regulatory, and compliance frameworks, including current Data Protection regulations, specific to the sector.

Market Research

- Principles of effective market research, including valid data collection sources and methodologies, both digital and offline, and when to use quantitative and qualitative methods.

Products and Channels

- Basic principles of product development and product/service portfolios.
- Marketing landscape and efficient routes to market, such as the franchise model and distribution.
- Different marketing communication channels and media, their features and benefits, and when and how to apply them.

Skills

The Marketing Executive is able to:

Marketing Campaigns

- Coordinate and maintain key marketing channels (both digital and offline)
- Plan and deliver tactical campaigns against SMART (Specific, Measurable, Achievable, Realistic, Time-bound) objectives
- Manage the production and distribution of marketing materials, e.g. digital, print and video content as appropriate.

Interpersonal and Communications Skills

- Produce a wide range of creative and effective communications, including ability to write and proofread clear and innovative copy, project briefs, and give confident presentations
- Able to engage and collaborate with a wide range of clients/stakeholders, across departments internally and with clients/suppliers externally to support marketing outcomes as required.

Service Delivery

- Use good project and time management to deliver projects/tasks/events as appropriate, effectively. Including the ability to divide time effectively between reporting, planning and delivery
- Coordinate several marketing campaigns/projects/events to agreed deadlines
- Effectively liaise with, and manage, internal and external stakeholders including suppliers to deliver required outcomes.

Budget Management

- Monitor project budgets within their scope of work using appropriate systems and controls.

Evaluation and Analysis

- Evaluate the effectiveness of marketing campaigns by choosing the appropriate digital and offline data sources.
- Assimilate and analyse data and information from a range of sources to support marketing activities
- Evaluate data and research findings to derive insights to support improvements to future campaigns.

Systems and Processes

- Effectively use appropriate business systems and software to deliver marketing outcomes efficiently, for example to analyse data, produce reports and deliver copy
- Use appropriate technologies to deliver marketing outcomes e.g. digital/web analytics, social media, CRM

Behaviours

The Marketing Executive is able to demonstrate:

Agile and Flexible

- Approaching projects with tenacity and drive to see them through to completion.
- Demonstrating a proven ability to self-start and adapt to changing work priorities.

Creative Thinker

- Thinking creatively and analytically, with a willingness to generate new ideas for doing things.
- Supporting the delivery of work through idea and solution generation.

Resilience and Continuous Improvement

- Learning from mistakes to improve personal performance, given that not all activities go according to plan..

Professionalism and Emotional Intelligence

- Exhibiting a high level of professionalism, reliability, and dependability, and displaying a customer-centric passion.
- Working collaboratively with empathy and mindfulness of the needs and views of others.
- Approaching marketing activities and work with ethics, valuing equality and diversity.

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:

- EPA should start only after employer confirms all requirements have been met and the apprentice is consistently working at or above the standard level
- Apprentices must achieve level 2 in English and maths prior to taking their EPA
- The project plan for Project Showcase should be discussed and agreed at EPA gateway, with a maximum of 350 words submitted for approval to ensure comparability of level of demand and scope with other projects. The submission will also act as notification of the apprentice entering the EPA.

Summary of Independent End Point Assessment Process

The end point assessment consists of three methods:

- EPA 1: Multiple Choice Test (MCT)
- EPA 2: Project Showcase
- EPA 3: Professional Discussion

The end point assessment would typically take 5 months.

EPA 1: Multiple Choice Test (MCT)

Apprentices have a maximum of 90 minutes to complete the online MCT consisting of knowledge based questions. The MCT should be taken during the EPA period prior to Project Showcase's Presentation with Q&A component and EPA 2.



EPA 2: Project Showcase

This method combines 3 components:

- Project Report
- Presentation and
- Q&A

The three components are marked and awarded a grade, the purpose of which is to showcase the apprentices' work-based project. The project report will be submitted to the EPAO for remote assessment prior to the 10 minute Presentation and 20 minute Question and Answer



EPA 3: Professional Discussion

During the Professional Discussion, the Independent Assessor (IA) will assess the candidate's knowledge, skills, and behaviours holistically, based on the KSBs mapped.

The process will take 50 minutes (+/-10%). The IA will typically ask 4 competency-based questions and 4 scenario-based questions, allowing the apprentice to demonstrate how they personally achieved the KSBs in their role and respond to professional situations. The IA may ask follow-up questions to clarify and obtain additional evidence for accurate assessment against the pass/distinction criteria.

