

Marketing Manager

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CENTRE



Marketing is crucial for businesses to develop and provide new products/services to meet customer needs. Marketing roles exist in various industries, within specific companies/agencies, or internal marketing teams that work with external agencies for specialist marketing elements.

A Marketing Manager is responsible for developing and implementing the operational marketing strategy, key campaigns, and stakeholder engagement plans. They track and report on marketing/sales data, establish marketing goals, manage budgets, approve creative development, and manage stakeholder relationships. The Marketing Manager typically reports to a director, with responsibilities for a team of Marketing Executives/Assistants. Job titles include Marketing Manager, Product/Proposition Manager, and Insight/Innovations Manager.

Entry Requirements

Employers will set their own entry requirements for this apprenticeship.

Apprenticeship Duration

This apprenticeship typically takes 24 months.

Level

This apprenticeship standard is set at level 6.

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 Associate Member (ACIM) of the Chartered Institute of Marketing (CIM), dependent on them meeting the required criteria.

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 Manager requires an understanding of:

Marketing Concepts & Theories

- Understanding marketing principles and theories, such as the extended marketing mix and marketing management processes, and how to align them with business objectives
- Brand development and safeguarding, including analysis and planning of brand perception and delivery of tangible elements
- Knowledge of consumer and organisational behaviour theories and how they influence marketing strategy
- Application of stakeholder management and customer relationship management to facilitate marketing plans
- Familiarity with marketing communication planning models and budgeting methodologies

Business Understanding and Commercial Awareness

- Understanding the organisation's vision, mission, values, strategy, plans, stakeholders, customers, and competitors to support decision-making and planning
- Awareness of the wider business perspective and market influences, opportunities, challenges, and issues faced by the industry/sector
- Knowledge of measuring and delivering return on investment in relation to marketing activities and plans
- Understanding of industry/sector-specific legal, regulatory, and compliance frameworks, including current data protection regulations

Research & Insight

- Knowledge of effective market research and evaluation techniques and how to use results to inform marketing planning and activities
- Understanding of reliable information sources and how to use them to deliver measurable improvements to marketing activities, including the use of metrics
- Familiarity with new and emerging trends and themes in marketing

Product and Service Development

- Understanding of product and service design principles, implementation, and portfolio management
- Knowledge of different marketing communications, routes to market, and how to leverage them effectively, including the use of appropriate digital channels and systems

Skills

The Marketing Manager is able to:

Marketing Strategy

- Lead and implement a clear marketing plan and strategy, linked to business requirements to sustain a marketing advantage
- Develop effective marketing campaigns and channels, assessing their features and benefits to best meet business requirements and customer needs
- Develop detailed integrated marketing plans for all products/ services using offline and digital media tools - works with marketing team/ specialist agencies to do this.

Advanced Interpersonal and Communication Skills

- Influence, negotiate and persuade at senior level collaborating with a wide range of stakeholders internally and externally to gain support/backing for marketing delivery
- Act as a consultant, providing professional marketing advice to stakeholders around the business or to external clients as relevant
- Present complex information in an understandable and stimulating way whether through effective verbal presentation or creative written copy.

Service Delivery and Improvement

- Oversee, manage and approve key marketing activities/projects
- Deliver measurable marketing outcomes against key performance indicators and identify and drive continuous improvement, challenging existing processes and procedures where needed.

Resource Management

- Effectively plan and manage the marketing budget, to deliver on strategic objectives, and evaluate and justify return on marketing investment
- Effectively engage, negotiate and manage third party suppliers and internal stakeholders.

Planning & Analysing

- Effectively evaluate marketing activities using measurement data and analytics to identify relevant key performance indicators (KPI) and return on marketing investment (ROI) in order to meet business objectives
- Assimilate and analyse complex data and information from a range of sources to evolve, lead and plan marketing activities.

Commercial Approach

- Seek out opportunities to increase income generation and gain new business e.g. new products, markets and services as relevant
- Construct a robust business case in support of marketing activities/plans
- Effectively manage and develop stakeholder relationships at senior level
- Assess business risks and reputational impacts of marketing activities.

Leadership

- Inspire and motivate internally and externally to deliver marketing plans effectively, acting as a role-model for marketing best practice and taking responsibility for improving their own and the team's and/or stakeholder performance, as relevant.

Systems and Processes

- Effectively use appropriate business systems and software to deliver marketing outcomes efficiently, for example to analyse data, inform search engine marketing, produce reports and deliver copy
- Actively interrogate systems and information sources to make judgements on when to introduce new ways of working/identify new systems/processes to improve marketing activities or address those new requirements and /or marketing trends.

Behaviours

The Marketing Manager is able to demonstrate:

Agile and Flexible

- Anticipating and adapting to change while maintaining agility and flexibility
- Motivating and driving forward long-term or difficult projects with courage and determination

Creative and Commercial Thinker

- Approaching tasks with a creative and commercial mindset that encourages innovation
- Driving business benefits through analytical thinking, generating insights, and inspiring action

Resilience and continuous improvement

- Learning from mistakes and continuously improving for future delivery/campaigns
- Acting as a role model for marketing activities and business changes, taking others with them.

Professionalism and Emotional Intelligence

- Demonstrating high levels of professionalism, reliability, and dependability, with a passion for customer satisfaction
- Emphasising collaboration and empathy, being mindful of the needs/views of others
- Approaching marketing activities and work with ethics and valuing equality & diversity, modelling that behaviour for others.

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 two methods:

- EPA 1: Project Showcase
- EPA 2: Professional Discussion

The end point assessment would typically take 5 months.

EPA 1: 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 apprentice's Marketing Plan Project. The project report will be submitted to the EPAO for remote assessment prior to the 20 minute Presentation and 30 minute Question and Answer.



EPA 2: 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 70 minutes (+/-10%). The IA will typically ask 5 competency-based questions and 5 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.

