

# The Swarm Training Programme

Marketing Executive

Level 4



Marketing is vitally important to all businesses providing the insight to develop and deliver new products and services to meet ever-changing customer needs. It is the process of researching, developing, promoting and distributing, products or services through effective channels to engage with a range of target audiences. Occupations in marketing span most industries and sectors and the roles can sit within a specific company/agency that provides marketing deliverables and advice to external clients, or within an internal marketing team, delivering marketing activities to drive that business. Marketing teams generally work with external agencies to deliver specialist elements of their marketing campaigns.

## The Programme

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.

The Marketing Executive typically reports to a Marketing Manager.

**Level:** Level 4

**Duration:** 12-14 months of learning plus up to 12 weeks of End Point Assessment Process.

Apprentices without level 2 English and Maths will need to achieve this level prior to taking the end-point assessment.

### Delivery Model:

- Hybrid of classroom workshops and remote webinars (depending on number of learners).
- One on One monthly mentoring and tutoring sessions to support in application of knowledge, skills and behaviours.

## The Standard

Apprenticeship standards are based on occupational standards. An occupational standard is a short and concise document that describes what someone who is competent in the occupation normally does – ‘duties’, and the ‘knowledge, skills and behaviours’ (KSBs) required to carry out these duties competently; along with any qualifications that must be taken and alignment with professional recognition if applicable.

## Knowledge

### Marketing Concepts & Theories

- 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.

### Business Understanding & Commercial Awareness

- The characteristics and plans of the business and sector they work within, including their vision and values.
- 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.

### Market Research

- 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.

### Products and Channels

- 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 communications channels and media, both digital and offline, and when and how to apply these.

## Skills

### Marketing Campaigns

- Coordinate and maintain key marketing channels (both digital and online).
- 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

### Agile and Flexible

- A tenacious and driven approach to see projects through to completion.
- Being a proven 'self-starter' and have an adaptable approach to meet changing work priorities.

### Creative Thinker

- A creative and analytical mind, with a willingness to think of new ways of doing things.
- They come up with ideas and solutions to support the delivery of their work.

### Resilience and Continuous Improvement

- A willingness to learn from mistakes, as not all activities go to plan, and improve their own performance as a result.

### Professionalism and Emotional Intelligence

- A high level of professionalism, reliability and dependability with a passion for the customer.
- A collaborative approach is central to how they work, showing empathy and being mindful to the needs/views of others.
- Ethical behaviour in the way they approach marketing activities and their work, valuing equality & diversity.

## Qualifications

### English & 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 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

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

## Delivery Timeline

The apprenticeship delivery journey is broken down into two phases:

1. Month 1– 14: On programme training and learning (including any Maths and English requirements)
2. Month 15+ Gateway and End– Point Assessment.

### Developing the Knowledge

The knowledge training is primarily delivered via classroom workshops & webinars (numbers dependent) or 121 via tuition. The content of this is based on the main knowledge outcomes that provide a depth of understanding for the skills.

Employer collaboration/involvement is key to supporting some of the workshops/content as many will need to be bespoke to meet the employer specifics.

### Phase 1: On Programme Training and Learning

#### Skills Development and Portfolio Building

Evidence to demonstrate the performance of knowledge, skills and behaviours will be supported via 121 tuition and mentoring with evidence collected via our E portfolio system.

The development of the 13 skills aims will be done throughout the programme and evidence of performance will be gathered to create a showcase portfolio required by the End Point Assessment.

#### Reviews

Every twelve weeks the tutor will conduct a progress review with the learner and line manager to support in keeping the progress on track, identify any issues and plan the next phase of collaborative learning.

### Phase 2: Gateway and End Point Assessment

When all learning has been completed and evidence in the portfolio has been gathered, the next process is to conduct the Gateway review. The gateway review is when the learner, employer and provider agree the learners readiness to progress to End-Point Assessment.

#### EPA Gateway requirements:

- Completion of the off-the job learning components of the programme.
- Confirmation from the employer that the apprentice is ready. It is recommended that the training provider is consulted by the employer to inform the decision.
- Apprentices without Level 2 English and maths will need to achieve this level prior to taking 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 a British Sign Language qualification is an alternative to English qualifications for those whom this is their primary language.

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

work-based project, and these are marked and awarded a grade. 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 - 50 minute discussion between the apprentice and Independent Assessor.

## The End Point Assessment Process

The assessment process is made up of 3 distinct assessment methods:

- Multiple Choice Test - 90 minute Online Knowledge test 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, a Presentation and a Q&A, the purpose of which are to showcase the apprentices'

## Employer Support:

- Dedicated Senior Account Manager
- Quarterly Cohort Reviews with Senior Account Manager
- Employer Showcase in Swarm media and news
- Access to view Learners progress via our E-portfolio

For more information please don't hesitate to contact us.

**Email:** [enquires@swarmgroup.org.uk](mailto:enquires@swarmgroup.org.uk)

**Phone:** 0800 0868199

## Costs:

Full Apprenticeship Cost Per Learner: £6000  
(Maximum Funding Band)