

The Swarm Training Programme

Marketing Manager

Level 6



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.

The Programme

A Marketing Manager is responsible for the marketing activities and strategy of their organisation. From overseeing the marketing budget, planning and implementing campaigns to tracking their success and reporting back to senior management. They have a strategic focus, ensuring that marketing activities align to brand guidelines and shape business needs and objectives and deliver a return on investment. A Marketing Manager will develop, position and promote the products or services of the company, selecting appropriate channels and using appropriate messaging. Being a Marketing Manager requires in-depth experience of marketing as well as great communication skills, high levels of creativity and the confidence to manage a team of marketers.

Typical responsibilities include:

- Developing and implementing the operational marketing strategy, key marketing campaigns and stakeholder engagement plans to deliver against key business objectives
- Delivering data and evidence driven decision making through commissioning reliable research to inform marketing strategies
- Tracking and reporting on marketing/sales data to inform senior management decision making
- Establishing marketing goals based on campaign analysis, product/service performance and market forecasts
- Managing the marketing budget to develop cost-effective marketing plans
- Approves and oversees the creative development of a range of marketing materials/channels
- Manages relationships with key stakeholders to support marketing delivery and corporate reputation, this may include briefing and managing external agencies or specialist marketing teams (e.g. digital) internally

Level: Level 6

Duration: 24-30 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 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.
- Progress Reviews every 4 months.

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 and Theories:

- The principles and theories of marketing that support the strategic marketing process, e.g. the extended marketing mix (7P’S: Product, Price, Place, Promotion, Physical environment, Process, People), marketing management processes, product development and how to apply and align these to the business plan and strategic objectives
- Brand development and safeguarding, including the analysis and planning of how a brand is perceived in the market, value propositions and delivery of tangible elements such as product pricing, packaging etc
- Consumer and organisational behaviour theories and concepts, including the customer (business 2 business/consumer) decision making process and how that influences marketing strategy
- Advanced stakeholder management and the application of customer relationship management (CRM), both internal and external, to facilitate the delivery of marketing plans
- Marketing Communication planning models and budgetary methodologies.

Business Understanding and Commercial Awareness:

- Their organisation’s vision, mission, values, strategy, plans, stakeholders, customers and competitors to support the decision and planning process
- The wider business perspective in which marketing operates nationally and internationally, including the influences of the internal and external market/sector, the opportunities, challenges and issues it faces, and how marketing can address these
- How to measure and deliver Return on Investment in relation to marketing activities and plans
- The relevant industry/sector specific legal, regulatory and compliance frameworks within which they must work, including current Data Protection regulations.

Research and Insight

- Effective market research and evaluation techniques and methods and how to use the results to inform marketing planning and activities
- Reliable information sources and how to use these to deliver measurable improvements to marketing activities, including how metrics are used to measure these
- New and emerging trends and themes in marketing.

Product and Service Development

The principles of product and service design and implementation and portfolio management

The features and benefits of different marketing communications, and routes to market, and how to leverage these to maximum effect, including the use of appropriate digital channels and systems.

Skills

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 and 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.

Resilience and Continuous Improvement:

- A willingness to learn from mistakes, as not all activities go to plan, and improve future delivery/campaigns as a result
- They act as a role model for marketing activities and business changes within the team and organisation, taking others with them.

Professional and Emotional Intelligence

- A high level of professionalism, reliability and dependability with a passion for the customer, also encouraging those behaviours in others
- 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, they act as a role model for that behaviour.

Behaviours

Agile and Flexible:

- An ability to anticipate and adapt to change
- A highly motivated and driven approach acting with courage to drive through necessary changes and deliver difficult or long-term projects.

Creative and Commercial Thinker:

- A creative and innovative approach
- An analytical mind, with an insight and ideas driven approach to meet business benefits and inspire action in others.

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.

Delivery Timeline

The apprenticeship delivery journey is broken down into two phases

Month 1– 25: On programme training and learning (including any Maths and English requirements).

Month 26+ Gateway and End-Point Assessment.

Phase 1: On Programme Training and Learning (Month 1-14)

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.

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 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 (Month 26+)

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 End Point Assessment Process

This assessment is made up of two distinct assessment methods:

- Project Showcase – This method combines 3 components – a Project Report, a Presentation and a Q&A which are marked and awarded a grade, the purpose of which are 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.
- Professional discussion - 70 minute discussion between the apprentice and Independent Assessor.

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

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Costs:

Full Apprenticeship Cost Per Learner: £9000
(Maximum Funding Band)