

MARKETING ASSISTANT APPRENTICESHIP STANDARD

Standard Code ST0807
Course Level 3
Work Based
Funding Level £7000
Duration 21mths including EPA

Course Description

This occupation is found in every sector and industry including manufacturing, retail, IT, automotive, service industries (financial services, health care, professional services, etc), and across large, medium and small commercial, public sector and not-for-profit organisations. 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 broad purpose of the occupation is to support customer focussed marketing activities that drive the demand for a product or service through awareness raising and/or perception building to generate results to the bottom line. As part of the Marketing team the Marketing Assistant will contribute to the implementation of the Marketing strategy and plans. They will be responsible for delivering day-to-day marketing activities across a multitude of platforms, channels and systems that are essential to the Marketing function and activities of the company.

It is typically the entry route for many Marketing professionals who progress their career into more senior marketing positions. In their daily work, an employee in this occupation interacts with a wide range of internal colleagues and external marketing suppliers. Depending on the size and structure of the organisation, this could include collaboration with colleagues from sales, operations, PR, IT, the customer insight team and finance as well as interaction externally with clients/customers and suppliers such as printers, digital agencies, PR and media agencies, event display companies, market research agencies, and media sales professionals.

The role is likely to be primarily office-based, although they may spend time away from the office attending exhibitions and events, meetings with external marketing suppliers, marketing research suppliers, visiting clients, trade shows, or supporting research activities. An employee in this occupation will be responsible for coordinating and delivering specific marketing activities

which could include, but are not limited to, marketing content creation, background market and customer research, monitoring campaign analytic and collecting data, using relevant marketing software/systems, maintaining marketing administration activities such as managing the supply of marketing literature, tracking marketing expenditure, supporting the procurement of, and overseeing the delivery of work by external and internal marketing suppliers. The level of supervision is likely to vary for each employer, with the level of autonomy varying by size of organisation and marketing function. Typically, they would be the first point of contact for day-to-day activities in the marketing function, and supervised by a member of staff with greater marketing skills, knowledge and experience.

Depending on the size of the organisation and its Marketing function, the Marketing Assistant may report into a Marketing Executive, a Marketing Manager, Marketing Director or (in small organisations) a Sales/Operational Manager or Managing Director.

Job Titles include: Brand Assistant, Marketing Assistant, Marketing Campaigns Assistant, Marketing Communications Assistant and Promotional Assistant.

Off the Job Training

A key requirement of an Apprenticeship is Off-the-job training. This must make up at least 20% of the apprentice's contracted hours, over the total duration of the apprentice's planned training period. Off-the-job training must be directly relevant to the apprenticeship standard and must take place within the apprentice's normal working hours.

The new learning must be documented and reflected on through the Learner Journal on their e-portfolio.

Entry Requirements

The Apprentice will need to be in a relevant role and show a willingness to undertake the knowledge, skills and behaviours required. They will also need to have Level 2 Maths and English (GCSE at Grade 4/C or above or equivalent) or be prepared to attend a block study period for Maths and English if this is required.

Apprentices may be required to attend an interview and undertake relevant skills assessments.

Once they have been accepted on to the programme all apprentices will be required to attend a Lincoln College Induction. Apprentices will require access to a tablet/computer to access their e-portfolio.

Knowledge, Skills and Behaviours

KNOWLEDGE

- 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.
- Current technologies such as systems and software, that can help deliver effective marketing planning (research), delivery and evaluation.
- Legislation and regulatory frameworks affecting marketing operations, e.g. General Data Protection Regulation (GDPR)/eprivacy, trading laws, copyright law, Advertising Standards Authority (ASA).
- 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.
- The Internal dependencies that positively and negatively influence the success of marketing, e.g. IT, finance, sales, operations.
- Primary and secondary research and the different sources of primary and secondary research data.
- Brand theory (positioning/value/identity/guidelines) to a basic level.
- How marketing fits within organisational structures and processes.
- How to brief and manage external marketing suppliers, and an understanding of the risks to ineffective briefing/management.
- Copywriting and proofreading techniques.
- Search engine optimisation techniques and effective video production and publishing practice.
- The benefits of a customer relationship management system.
- The benefits of marketing automation processes and systems.
- The metrics relevant to the delivery and evaluation of marketing activity, and an understanding of which are most relevant to that activity.
- Budgeting principles and good procurement practice.
- Importance of planning and maintaining offline and digital assets.
- Awareness of social media platforms appropriate to customer and business segments.
- The customer journey and the customer segments relevant to their market.

SKILLS

- Use research/survey software to gather audience insight and/or evaluation.
- Applying creativity to use a website content management system to publish text, images and video/animated content.
- Use a social media platform to publish text, images and video content.
- Use high volume email delivery software to acquire and/or retain one or more market segments and understand the response.

- 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).
- 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.
- 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.
- Proofread marketing copy to ensure that it is accurate, persuasive and legally compliant and is on brand.
- 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.
- Analyse and present defined external and internal marketing data to inform discussions about planning, delivery and/or evaluation of marketing activities/brand performance.
- 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).
- 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.
- Compile a report from a marketing system/software, e.g. CRM, Google Analytics, Dotmailer.

BEHAVIOURS

- Professional and customer focussed, shows commitment to putting the customer at the centre of marketing activities.
- Apply ethical behaviour in planning, delivery and evaluation of marketing activity.
- Including carrying out activity in a way that values equality and diversity.
- 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.
- Self-motivated - takes responsibility for own actions.
- Reflective and analytical, solving problems with internal and external sources of intelligence and data with a commitment to using evidence to support decisions.
- Collaborative, consultative and supportive to achieve marketing outcomes, good listener, shows empathy with the views of others.
- Strong attention to detail.
- Responsive and flexible, able to work at pace within deadlines balancing short and long term priorities (multitask).

- Shows creativity in their approach to work.

Assessment

Assessment is done through a combination of practical tasks, written assignments, oral discussions and online tests throughout the programme. To ensure that we can support you to meet these, we will complete an in-depth initial skills analysis to ensure that we can tailor our delivery to meet these unique requirements. We will then use the most relevant delivery methods to support your learners which include:

- One to one coaching from a dedicated, professional assessor/instructor allocated to the learner for the duration of the programme.
- Work based assignments and projects to be completed in an e-portfolio. Case studies and in College course days as and when required for each learner.
- Job shadowing and mentoring.
- Formal review of progress every 12 weeks.
- Employer led in house training.
- Independent learning and research as directed by the assessor/instructor.

End Point Assessment

There will be an End Point Assessment (EPA) as the final stage of an Apprenticeship. The Apprentice must demonstrate their learning to an independent end point assessor and the overall grade available is distinction, merit, pass or fail.

End-Point Assessment includes:

Knowledge Test

Test Format can be: · Computer based/Paper based. It will consist of 40 multiple choice questions - 10 of which will be based on 2 given scenarios.

Work Based Project Showcase:

The work-based project should be designed to ensure that the apprentice's work meets the needs of the business, is relevant to their role and allows the relevant KSBs to be demonstrated for the EPA. Therefore the project's subject, title and scope will be agreed between the employer and the apprentice based on guidance and examples provided by the EPAO.

Progression

This standard aligns with the following professional recognition:

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

Fees

As an Apprentice, you will pay no course fees. However, your employer may have to pay towards your training as well as providing you with a wage. All Apprentices must receive a minimum wage of £4.30 per hour within their first year of training from their employer, although they can, and often do, pay more. In the second and subsequent years of an Apprenticeship programme, the national minimum wage for your age would apply.

If you are an employer and want to find out more information regarding employer contributions and any further costs related to the Apprenticeship programme, please contact our dedicated Apprenticeship team at employers@lincolncollege.ac.uk

Business Benefits

Employers have designed the Apprenticeship Standards to meet the needs of the sector and industry. Ensuring they include:

- Relevant Knowledge, skills and behaviours ensure that the Standard is relevant to the occupation.
- Widening participation Apprenticeship standards provide opportunities to employees that may not previously have been available.
- Development tools A cost effective way to train your employees to undertake specific roles in your business.
- Return on Investment On average, an apprentice who has completed their course will increase business productivity by £214 per week (CEBR, 2015).