



Marketing Assistant

Level: 3

Typical Duration: 18 months

Possible Job Role: Marketing Assistant,
Marketing and Communications Assistant

Course Overview

Marketing assistants are found in every sector and industry, across large, medium and small organisations.

Roles can sit within a specific company or 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.

Qualification Achieved

On completion of this apprenticeship, you will hold a level 3 apprenticeship in Marketing Assistant.

Learners who complete the above qualifications will also be eligible for professional registration to the Chartered Institute of Marketing as an Individual member at Professional level.

Progression

The role may act as a gateway to further career and training opportunities, including, but not limited to:

- L3 Digital Marketing
- L4 Marketing Executive
- L6 Marketing Manager

Learning & Assessment

Apprentices will be assigned a dedicated tutor. The tutor will visit monthly in the workplace, as well as being on hand to support throughout the duration of the apprenticeship programme. The frequency of these sessions maybe more, depending on the needs of the apprentice.

End Point Assessment

Each learner will undergo ongoing assessment throughout the duration of their programme. The methods in which this apprenticeship are assessed are:

- Knowledge Test
- Worked based project showcase

Entry Requirements

Individual employers may set their own criteria for this apprenticeship.

Hire an Apprentice

We can work with you to source a suitable applicant for your organisation or you can up-skill your existing employees.

If the employee is under 19 and your business has fewer than 50 employees, there will be no cost for the training. If they are over 19 and/or your business has over 50 employees then you will contribute 5% towards the cost of the training. For any businesses paying into the levy, all training costs will be covered.

Recruitment

With our Talent Match recruitment service, Talent Bank, we will advertise your vacancy, screen applicants and pre-interview potential prospects in order to ensure you only interview the most appropriate candidates for your vacancy – all free of charge.

E-Portfolio

We offer a dedicated virtual learning platform which allows learners to keep on track of their course. In addition to this, it allows our tutors and employers to keep up-to-date with the progression of learners.

#whereisyourclassroom