

# Marketing Manager

**Level: 6**

**Typical Duration: 24 months**

**Possible Job Role: Marketing Manager,  
Marketing & Communications Manager**

## Course Overview

Marketing is vital to all businesses. 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 with brand guidelines and shape business needs and objectives and deliver a return on investment.

The role 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. In depth experience of marketing as well as great communication skills, high levels of creativity and the confidence to manage a team of marketers are required.

## Qualification Achieved

On completion of this Apprenticeship, you will hold a level 6 Apprenticeship in Marketing Manager.

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.

## Progression

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

- Marketing Manager
- Head of Marketing
- Head of Communications

## 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:

- Project Showcase
- Professional Discussion

## 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.

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