



Marketing and PR Apprenticeships: helping your team develop the skills to grow



Education & Skills
Funding Agency



Institute for Apprenticeships
& Technical Education



Developing the next generation of talent

"Apprentices swiftly learn significant new skills on their courses and apply these in the workplace."*

A marketing or PR apprenticeship combines a real job with practical training and study to gain vital skills, knowledge and experience. As a paid employee, each apprentice starts or continues their full-time roles but with a minimum of 6 hours a week of off-the-job study time.

Our apprenticeships can be tailored to meet your industry's key business challenges. Each apprenticeship focuses on the fundamental behaviour, skills, knowledge and responsibilities of marketing and PR within an organisation.



Leaders have effectively planned programmes that meet current and future needs within the marketing and communications industry.

Ofsted 2023

EMPLOYERS

Employers we have worked with so far include:

Public sector organisations such as Councils, Fire Services and the NHS

Commercial organisations in food, industrial, healthcare and sport

Charitable, non-profit organisations

We continually welcome apprentices from a growing list of organisations. Our expert tutors use their extensive experience to help our apprentices gain the most out of their apprenticeship by applying their new skillset specifically to their sector.

We offer our apprenticeship as a roll-on, roll-off programme, so the apprentice can start at any time. We offer the best 21st century training programme which allows flexibility, tailoring and peer to peer interactions.



The beauty of apprenticeships is they address skills gaps in the market, creating real benefits for the economy

We have apprentices located across the UK from Newcastle to Portsmouth and Blackpool to Taunton



APPRENTICESHIPS ARE AVAILABLE AT VARIOUS LEVELS TO SUIT INDIVIDUALS AT ANY STAGE OF THEIR CAREER



"Leaders have effectively planned programmes that meet current and future needs within the marketing and communications industry."

Ofsted 2023

Digital Marketer

(Level 3)

Use online and social media platforms to design, build and implement campaigns and drive customer sales.

KNOWLEDGE

Marketing tools and techniques
Digital tools including SEO, PPC, Social Media
Digital technologies
Digital marketing campaigns
How to use Google Analytics
Coding for the web

SKILLS

Logical and creative thinking
Problem solving
Developing digital marketing campaigns
Research & analysis
Effective communication

BEHAVIOURS

Ability to work independently and take the initiative
Taking responsibility
Effective team working
Adopting a professional, organised approach

End Point Assessment

To complete the apprenticeship (and ensure all Standards have been met), apprentices have to complete an end-point-assessment (EPA). The assessment includes:

A summative portfolio, employer reference and synoptic project

A 60-minute interview discussion

Entry requirements:

Candidates who are working in a Junior Digital Marketing position

Duration

18 months

Study hours

20% of work hours spent off-the-job training

Available by:

Online Learning; includes a week-by-week study plan, webinars and podcasts

Progress report

Initial 6 week check-up, followed by 12 week check-ups with both the apprentice and the employer

Additional qualifications

By achieving this apprenticeship, students also receive:

- The BCS Level 3 Award in Coding Principles
- The BCS Level 3 Certificate in Marketing Principles
- Google Analytics Individual Qualification (GAIQ)

WWW

More details and prices can be found at marketingcollege.com

Content Creator

(Level 3)

Create content for a wide range of media, including digital, social media, broadcast and print.

KNOWLEDGE

- Content planning
- Content development
- Content creation and evaluation
- Industry awareness

BEHAVIOURS

- Improved personal organisation
- Increased efficiency
- Commitment to quality
- Consideration for all end users
- Diversity and inclusion awareness

SKILLS

- Interpreting Client objectives
- Ideas and content research
- Platform and channel recommendation
- Retention, acquisition and conversion campaign analysis
- Storyboard and outline script for content ideas
- Obtain media assets
- User experience
- Copy creation and editing

End Point Assessment

To complete the apprenticeship and ensure the Standards have been met, apprentices have to complete an End Point Assessment (EPA), which includes:

- Project report presentation and questions
- Professional discussion (with portfolio)

Entry requirements:
Candidates who are
working in or starting a
content creator / assistant
role

Duration

18 months

Study hours

20% of work hours spent
off-the-job training

Available by:

Online Learning; includes
a week-by-week study
plan, webinars and
podcasts

Progress report

Initial 6 week check-up,
followed by 12 week
check-ups with both the
apprentice and the
employer

WWW

More details and
prices can be found at
marketingcollege.com



**APPRENTICE
OPINION**

Cambridge Marketing College has helped me to build my knowledge and expand my skills within PR. Once a week, my employer lets me take a study day, which entails anything from writing a press release, to implementing a crisis communications plan. This helps me in my role at Sage and puts my skills to the test.

GEORGIA LOVELL, PR AND
COMMUNICATIONS, SAGE

Marketing Assistant (Level 3)

Support customer focussed marketing activities through awareness raising and/or perception building.

KNOWLEDGE

- Marketing planning, delivery and evaluation
- Briefing and managing external marketing suppliers
- Copywriting and proofreading techniques
- Search engine optimisation techniques
- Effective video production and publishing practice
- Benefits of a CRM system
- Benefits of marketing automation processes and systems
- The customer journey and relevant customer segment

SKILLS

- Audience insight and/or evaluation
- Website content management
- Social media platform management
- Email delivery software usability
- Organise offline and digital assets
- Persuasive copywriting techniques
- Proofreading marketing copy
- Marketing report creation

BEHAVIOURS

- Professional and customer focussed
- Ethical behaviour in planning, delivery and evaluation
- Continuous development of self and marketing
- Self motivated
- Reflective and analytical
- Collaborative, consultative and supportive
- Responsive and flexible

End Point Assessment

To complete the apprenticeship and ensure the Standards have been met, apprentices have to complete an End Point Assessment (EPA), which includes:

- 40 questions multiple choice test

- Project showcase report

- 60 minute discussion on any aspect of the apprenticeship

Entry requirements:
Candidates who are
working in or starting
a marketing assistant /
support level role

Duration

18 months

Study hours

20% of work hours spent
off-the-job training

Available by:

Online Learning; includes
a week-by-week study
plan, webinars and
podcasts

Progress report

Initial 6 week check-up,
followed by 12 week
check-ups with both the
apprentice and the
employer

WWW

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prices can be found at
marketingcollege.com



APPRENTICE
OPINION

The structure of the course allows me to fit study time flexibly around work, and I'm able to set the pace of my own learning. I've learnt so much in just 6 months and regularly make use of the extensive resources provided.

DANIEL COPEMAN,
APPRENTICE MARKETING
EXECUTIVE, MORGAN
SINDALL

Marketing Executive

(Level 4)

Help to shape, support and deliver marketing plans, working in conjunction with the Marketing Manager.

KNOWLEDGE

- Marketing concepts and theories
- Business understanding and commercial awareness
- Market research
- Products and channels

SKILLS

- Project and time management
- Budgets
- Communication and Interpersonal skills
- Presentational skills
- Campaign co-ordination
- Evaluation and analysis

BEHAVIOURS

- Stakeholder Engagement
- Agility and flexibility
- Creative thinking
- Resilience and continuous improvement
- Professionalism and emotional intelligence

End Point Assessment

To complete the apprenticeship and ensure the Standards have been met, apprentices have to complete an End Point Assessment (EPA), which includes:

- 50 questions multiple choice test

- Project report of 3,500 words,

- 50 minute discussion on any aspect of the apprenticeship

Entry requirements:
Candidates who
are working in or
starting a operational
level marketing or
communications role

Duration

15 months

Study hours

20% of work hours spent
off-the-job training

Available by:

Online Learning; includes
a week-by-week study
plan, webinars and
podcasts

Progress report

Initial 6 week check-up,
followed by 12 week
check-ups with both the
apprentice and the
employer



**APPRENTICE
OPINION**

Cambridge Marketing College's apprenticeship courses are brilliant - there is a wealth of knowledge and different types of media freely available. The tutors are always available to answer questions and push you to achieve your best. This course has given me the courage to challenge myself and the organisation I work within!

ALICE BARTLETT,
MARKETING EXECUTIVE,
CARDZONE

WWW

More details and
prices can be found at
marketingcollege.com

Market Research Executive

(Level 4)

Available from September 2023. Design and run market and social research projects to generate data and insight.

KNOWLEDGE

The research process
Designing & implementing research projects
Research tools and techniques
Analysis & evaluation

SKILLS

Project and time management
Budgets
Communication and presentational skills
Using digital research tools
Making evidence based recommendations

BEHAVIOURS

Works without bias
Collaboration
Ethical approach
Flexible & organised

End Point Assessment

To complete the apprenticeship, apprentices have to complete an End Point Assessment (EPA). This includes:

- A work-based project of 4,000 words

- Presentation, questions & answers on the project

- A professional discussion of a portfolio of work

Entry requirements:

Candidates who are working in or starting a market or social research role

Duration

15 months

Study hours

20% of work hours spent off-the-job training

Available by:

Online Learning; includes a week-by-week study plan, webinars and podcasts

Progress report

Initial 6 week check-up, followed by 12 week check-ups with both the apprentice and the employer

“The level of support provided by the college is outstanding. My learning is tailored to my personal objectives and work priorities which means I can balance workloads alongside developing my career aspirations as a marketing professional.”

By achieving this apprenticeship students also receive Professional Awarding Body recognition. This apprenticeship meets the requirements for registration as a member of the Market Research Society (MRS).

WWW

More details and prices can be found at marketingcollege.com

PR & Communications Assistant (Level 4)

Build, protect and maintain positive reputation for brands, organisations and individuals.

KNOWLEDGE

- The role of PR and PR as a profession
- Planning and implementing campaigns
- Producing written content
- Supporting production of non-written content
- Content Distribution
- Evaluating PR activity
- IT for PR campaigns
- Overview of management of PR activity

SKILLS

- Relationships and interpersonal communications
- Research, event co-ordination, database management and reporting
- Accurate and effective written communication style
- Production support of non-written content
- Maximising positive communications

BEHAVIOURS

- Proactively updating colleagues and managing line manager's expectations
- An awareness of pressures and the need to offer support
- An enthusiastic and can-do attitude
- Commitment to getting the job done
- Punctuality, reliability and personal responsibility
- Creativity in the development of new ideas

End Point Assessment

To complete the apprenticeship and ensure the Standards have been met, apprentices have to complete an End Point Assessment (EPA), which includes:

- 30 questions multiple choice test
- Project report of 2,500 words
- 10 minute presentation on the report
- Portfolio of evidence
- 25 minute discussion on any aspect of the apprenticeship

Entry requirements:
Candidates who
are working in or
starting a Junior PR or
Communications role

Duration

15 months

Study hours

20% of work hours spent
off-the-job training

Available by:

Online Learning; includes
a week-by-week study
plan, webinars and
podcasts

Progress report

Initial 6 week check-up,
followed by 12 week
check-ups with both the
apprentice and the
employer



**APPRENTICE
OPINION**

It's nice to be challenged while I learn. One of the up sides of doing an apprenticeship in PR and Comms is that I'm able to take what I'm learning and apply it to day-to-day work. I think Cambridge Marketing College have been incredibly supportive. I would absolutely recommend an apprenticeship.

SEB ANNING, PR & COMMS
APPRENTICE, EKC GROUP

WWW

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prices can be found at
marketingcollege.com

Corporate Responsibility & Sustainability (Level 4)

Innovate, drive ambition and realise opportunity at a time of significant societal change.

KNOWLEDGE

- The range of sustainable practices available
- How to identify innovative and appropriate projects and practices
- How to develop a strategy and delivery plan
- The principles of project and change management
- Managing and influencing stakeholder relationships

SKILLS

- Strategy development and project planning
- Identifying CR&S opportunities and threats
- Researching the CR&S landscape
- Managing change
- Building stakeholder relationships
- Creative thinking
- Fund raising, budget and event management

BEHAVIOURS

- Actively champions the CR&S agenda
- Committed to developing self and others to support CR&S engagement
- Seeks innovative ways to add value to CR&S issues while remaining objective
- Ethical and non-judgemental
- Takes the lead in helping others to add value to CR&S issues whilst remaining objectives

End Point Assessment

To complete the apprenticeship and ensure the Standards have been met, apprentices have to complete an End Point Assessment (EPA), which includes:

- Professional discussion underpinned by a portfolio of evidence

- Work-based project followed by a report and a presentation with questions and answers

Suitable for:

Anyone passionate about social and environmental change. Job titles include Sustainability Coordinator or Corporate Responsibility Administrator.

Our experience We have been teaching corporate social responsibility, and ethical and sustainable marketing, as well as planning, project management and communications skills for over 30 years.

Duration

15 months

Study hours

20% of work hours spent off-the-job training

Available by:

Online Learning; includes a week-by-week study plan, webinars and podcasts

Progress report

Initial 6 week check-up, followed by 12 week check-ups with both the apprentice and the employer

Free membership at the Institute of Corporate Responsibility and Sustainability (ICRS). On completion of the apprenticeship, apprentices will be eligible to become an Associate and a Fellow of the ICRS.

WWW

More details and prices can be found at marketingcollege.com

Marketing Manager

(Level 6)

Take responsibility for the marketing activities and strategy of your organisation.

KNOWLEDGE

Marketing concepts and theories
Business understanding and commercial awareness
Research and insight
Product and service development

SKILLS

Advanced Interpersonal and communication skills
Service delivery and improvement
Resource management
Planning and analysing
Commercial approach

BEHAVIOURS

Leadership
Agile and flexible
Creative and commercial thinker
Resilience and continuous improvement
Professionalism and emotional intelligence

End Point Assessment

To complete the apprenticeship and ensure the Standards have been met, apprentices have to complete an End Point Assessment (EPA), which includes:

3-part project showcase

70 minute professional discussion with assessor

Entry requirements:
Candidates who
are working in or
starting a marketing
or communications
manager role

Duration

24 months

Study hours

20% of work hours spent
off-the-job training

Available by:

Online Learning; includes
a week-by-week study
plan, webinars and
podcasts

Progress report

Initial 6 week check-up,
followed by 12 week
check-ups thereafter with
both the apprentice
and line manager /
employer



**APPRENTICE
OPINION**

I have been enjoying my apprenticeship now for several months which I am so glad I made the decision to do. There are many different helpful resources the online portal, these will be very useful throughout your apprenticeship, also be sure to read the newsletters on a monthly basis as there's ALWAYS some useful tips!

DAISY TITMUS,
PA/OFFICE MANAGER, ONTIC

WWW

More details and
prices can be found at
marketingcollege.com



**"APPRENTICES SWIFTLY LEARN
SIGNIFICANT NEW SKILLS ON
THEIR COURSES AND APPLY
THESE IN THE WORKPLACE."**

OFSTED 2023



For more information

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www.marketingcollege.com/apprenticeships

