



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

# Developing the next generation of talent

Apprentices gain new, occupationally relevant skills and knowledge. As a result, apprentices progress well in their job roles, benefiting their employers.\*

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 20% 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.

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



## 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.



*In the work-based learning world, we see digital solutions being embraced all the time. Very often the quality of learning is greatly enhanced whether it be a blended approach or a fully online approach. The independent sector is, can and will drive this transformation.*

MARK DAWE,  
CHIEF EXECUTIVE, AELP



Association of employment and learning providers

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



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



**We are partnering with PSMG to offer apprenticeships with a Professional Services twist**



\*Ofsted monitoring visit report, Feb 2020

# 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 or support level 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

## WWW

More details and prices can be found at [marketingcollege.com](http://marketingcollege.com)

## 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)

# Junior Content Producer

(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
- Confidence when presenting
- 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:

- Workplace observation (25%) of 3 to 4 hours
- Set brief test (30%) of 3 hours preparation plus 1 hour pitch
- 60 minutes answering questions on any aspect of the apprenticeship (45%)

## Entry requirements:

Candidates who are working in or starting a content producer / assistant role

### Duration

12-15 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

## WWW

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## 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

CIM

## 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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## 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**



## 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**

### 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

## WWW

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# 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

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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## 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

# 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



## 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

### 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

## WWW

More details and prices can be found at [marketingcollege.com](http://marketingcollege.com)

# Unique apprenticeships for professional services

We have teamed up with PSMG – the Professional Services Marketing Group – to deliver apprenticeships designed specifically for marketers in all types of professional services firms.



All our apprenticeships can be taken with a professional services twist and guidance from our expert tutors. With input from PSMG, we will ensure the programme matches the needs of marketers in your firm. This partnership ensures our tutors have extensive experience from across the sector and will help your team develop the appropriate skills they need to grow your business.

## BENEFITS

- Bespoke professional services marketing content, tailored to the needs of your firm
- PSMG membership and access to events, content and apprentice networking
- A dedicated tutor who is an experienced, practising professional services marketer
- Regular check-ins to review progress and 1-1 tutorials to ensure learning is understood and applied in a professional services context
- A partnership with the Chartered Institute of Marketing (CIM) as the required independent apprenticeship reviewer (the end point assessor)



*A professional services marketing apprenticeship is a great way to learn and develop. As an experienced professional services marketer and programme tutor, I make sure that apprentices learn essential skills and understand how to apply them appropriately. I help an apprentice and their firm get the most from this programme.*



NIGEL CLARK,  
CAMBRIDGE MARKETING  
COLLEGE TUTOR AND  
NON-EXECUTIVE DIRECTOR  
OF PSMG



***Marketing and PR apprenticeships offer new opportunities. With our extensive expertise, Cambridge Marketing College is ideally placed to support apprentices who have the drive and determination to thrive in a professional, corporate and entrepreneurial environments.***

KIRAN KAPUR, CEO,  
CAMBRIDGE MARKETING COLLEGE



**For more information**

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[www.marketingcollege.com/apprenticeships](http://www.marketingcollege.com/apprenticeships)

