

L3 APPRENTICESHIP

MARKETING ASSISTANT

OVERVIEW

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 the structure of the organisation, this could include collaboration with colleagues from sales, operations, PR, IT, Finance, as well as interaction externally with clients /customers and suppliers. Depending on the size of the organisation and its marketing function, the Marketing Assistant may report to a Marketing Executive, a Marketing Manager, Marketing Director or (in smaller organisations) a Sales/Operational Manager or Managing Director

ENTRY REQUIREMENTS*

Grade 3 GCSE (D) or above in English and Maths

WHO IS THE COURSE FOR?

Typically, an entry route for many marketing professionals who progress their career into more senior marketing positions ie: Marketing Assistant, Marketing Communications Assistant, Marketing Campaigns Assistant, Brand Assistant, Promotional Assistant

PROGRAMME CONTENT

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.

KEY INFORMATION

Typical Duration:
12 months + 6 months EPA

Taught Days:
One day every other week
term time only

Delivery Location:
Truro

Funding Value:
£7,000

(£350 employer contribution if required)

- 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.

GATEWAY

- Employer and Training provider is satisfied the apprentice is consistently working at, or above the level of the occupational standard.
- English/Mathematics Level 2

Apprentices must complete:

- The employer should agree with the apprentice subject/outline of the Work Based Project gateway – this should be supported with the reference to the EPAO's project guidance and examples.

END POINT ASSESSMENT

Level 2 English and maths will need to be achieved, if not already, prior to taking the end point assessment.

EPA METHODS

- Knowledge Test
- Work Based Project Showcase

CONTACT INFORMATION

For further information, please call our Business Relations Team on 01872 242711 or email apprenticeships@truro-penwith.ac.uk



* A guide to GCSE grading and Functional Skills

Department for Education

GCSE Grading

New Grading Structure	Old Grading Structure
9	A*
8	A
7	A
6	B
5	B
4 Standard Pass →	C
3	D
2	E
1	F
	G
U	U

Functional Skills are equivalent to GCSE's, the table below shows the comparison

Entry Level 1	GCSE below G or Level 1
Level 1	GCSE D-G or level 1-3
Level 2	GCSE A* - C or level 4-9