

## Marketing Executive Level 4 (Apprenticeship)

### Overview

Marketing assistant roles can sit within a specific school or multi academy trust (MAT), delivering marketing activities to drive services.

### Objectives

The programme:

- aims to give the learner the knowledge and skills to help shape, support and deliver marketing plans, working in conjunction with a marketing manager who will define the overall marketing strategy of the school/MAT.
- equips the learner with the transferable skills such as creativity, communication and project management to be responsible for the delivering day to day marketing activities across a variety of channels, platforms and systems

Each apprentice must undergo an independent end-point assessment to determine the outcome of their apprenticeship. The assessments will evaluate the knowledge, skills and behaviours gained during their programme. The methods in which this apprenticeship is assessed are:

- multiple choice knowledge test
- project showcase
- professional discussion

Facilitators	Apprenticeship by SCCU.UK
Audience	Suitable for anyone involved in marketing activities, a MAT Marketing Executive, Marketing Officer
Commitment	15 months. 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 may be more, depending on the needs of the apprentice
Date	On demand courses
Cost	Free to CAT schools through Apprenticeship Levy
Venue	In own venue