

MAT Marketing Manager Level 6 (Apprenticeship)

Overview

A Marketing Manager is responsible for the marketing activities and strategy of their Multi Academy Trust (MAT). 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 MAT guidelines and shape needs and objectives to deliver a return on investment.

This apprenticeship is designed to meet the requirements for registration as an Associate Member (ACIM) of the Chartered Institute of Marketing (CIM), dependent on meeting the required criteria.

Objectives

The programme:

- aims to give the learner the knowledge and skills to help develop, position and promote the products or services of a MAT, selecting appropriate channels and using appropriate messaging.
- provides in depth experience of marketing as well as great communication skills, high levels of creativity and the confidence to manage a team of marketers

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:

- project showcase
- professional discussion

Facilitators	Apprenticeship by SCCU.UK
Audience	Suitable for anyone involved in marketing activities, a MAT Marketing Manager, Marketing & Coms Manager
Commitment	24 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