



WISEORIGIN
COLLEGE

APPRENTICESHIP
MARKETING EXECUTIVE
LEVEL 4

www.wiseorigincollege.com

MARKETING EXECUTIVE
COURSE OVERVIEW

Marketing is vitally important to all businesses providing the insight to develop and deliver new products and services to meet ever-changing customer needs. It is the process of researching, developing, promoting and distributing, products or services through effective channels to engage with a range of target audiences.



Level 4



Online



15 months



End Point Assessment

WHAT DOES A MARKETING EXECUTIVE DO?

A Marketing Executive will help shape, support and deliver marketing plans, working in conjunction with the Marketing Manager who will define the overall marketing strategy. A highly audience focused role which requires creativity, communication and project management skills - these individuals are responsible for planning and executing tactical and targeted marketing activity.

The Marketing Executive typically reports to a Marketing Manager.

Job titles include:

- ▶ Marketing Executive
- ▶ Marketing Officer
- ▶ Marketing and Communications Officer
- ▶ Marketing Specialist
- ▶ Communications Executive
- ▶ Communications Specialist

Key responsibilities:

- ▶ Managing and maintaining key marketing channels, including digital, offline and social media
- ▶ Planning and delivering tactical integrated marketing campaigns
- ▶ Managing the production and distribution of marketing materials
- ▶ Assisting in the achievement of brand positioning to agreed guidelines
- ▶ Organising and attending events such as conferences, seminars, receptions and exhibitions.

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