



**EMPLOYERS'
GUIDE**

EMPLOYERS' GUIDE TO THE LEVEL 4 DIGITAL MARKETING EXECUTIVE APPRENTICESHIP



TRANSFORM YOUR EXISTING TEAM MEMBERS INTO STRATEGIC MARKETERS, WHO CAN SHAPE AND INFLUENCE MARKETING OUTCOMES

The best marketing teams never stop learning and never stop developing their skills in the evolving digital and marketing landscapes.

Upskilling your staff is one of the best ways to invest in your people and grow your internal team's skills and experience. If you have an existing employee with marketing experience, then a Level 4 Marketing Executive apprenticeship could be the pathway to success for both them and you.

Efficiency & growth

Training will help your existing employees to improve their skills as well as learn new ones. This will ensure they continue to contribute to the growth of your business.

Staff retention & satisfaction

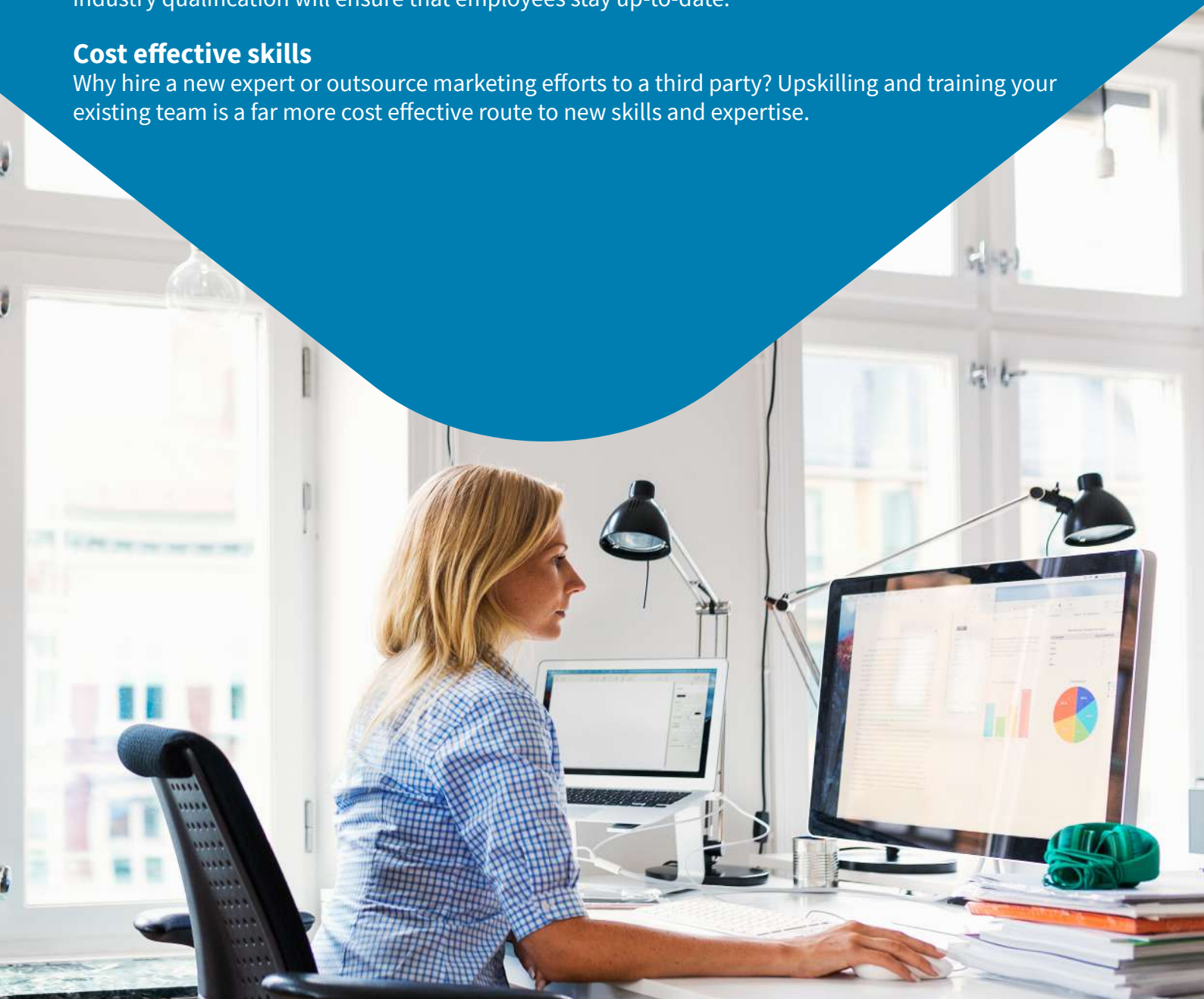
Developing your existent staff will show you are invested in them, resulting in a more dedicated and committed workforce.

Up-to-date knowledge

Marketing, digital and technology are expanding and ever-changing industries. A recognised industry qualification will ensure that employees stay up-to-date.

Cost effective skills

Why hire a new expert or outsource marketing efforts to a third party? Upskilling and training your existing team is a far more cost effective route to new skills and expertise.



WHY A LEVEL 4 MARKETING EXECUTIVE PROGRAMME WITH THE B2W GROUP?

Marketing has become vital for all businesses, particularly in our new digital way of working. A strong market presence will put your business ahead of the competition, showcase your brand to potential (and existing) customers, and generate tangible revenue in the form of sales.

The Level 4 Marketing Executive professional development programme creates expert marketers with advanced skills and strategic insight. During the programme, your employee will learn:

Advanced skills to optimise your marketing performance

A comprehensive training plan for marketing professionals looking to build new skills, broaden their understanding, and grasp the theory underpinning effective marketing strategies.

Marketing theory and delivery for your business

Support on how to apply marketing theory, understand audience behaviour, perform market research, and use data to optimise campaigns. Technical training and work-based projects provide a tangible business impact.

Industry-leading knowledge to keep your business ahead

The programme is designed around Apprenticeship Standards set by industry leaders and meets the requirements for registration as an Affiliate Member with the Chartered Institute of Marketing.

WHAT FUNDING AND SUPPORT WILL YOU RECEIVE?

Funding depends on whether or not your business pays the apprenticeship levy - a tax on UK employers to fund new apprenticeships. You pay the levy if you're a business with a pay bill over £3 million each year (which includes SMEs).

For SMEs with a pay bill less than £3 million each year, the government will fund 95% of the costs associated with training and assessing your apprentice. Every SME (non-levy paying business) is entitled to 10 fully funded apprentices per year via the government. Once this amount (more than 10 apprentices) is exceeded you will pick up the remaining 5% cost.

If your business pays the levy, you'll already be receiving funds to spend on training and assessing your apprentices. The government will add 10% to this.

WHAT ARE YOUR RESPONSIBILITIES WHEN YOU HIRE AN APPRENTICE?



To achieve the Level 4 Marketing Executive apprenticeship, learners are expected to build relevant knowledge and experience within their job role, planning and implementing marketing campaigns.

It is therefore important that the employee who enrolls on the programme has access to the relevant opportunities, and is supported in their marketing career.

The Workplace Curriculum summarises the duties and responsibilities a Marketing Executive should take on in the workplace to meet the Apprenticeship Standard and succeed on the programme.

NEXT STEPS:

If you're looking to invest in professional development for your marketing team, or want to find out more about how apprenticeships could work for your organisation, please get in touch and speak to one of our friendly specialist advisors.

**SPEAK TO US ABOUT
UPSKILLING YOUR STAFF**

CONTACT US:



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