



# Marketing Executive


## Apprenticeship - Level 4


If you're already in a marketing role and want to take your skills to the next level, this apprenticeship is for you.

Whether you're passionate about crafting campaigns, understanding audiences, or making data-driven decisions, this program will give you the strategic tools and industry-recognised qualifications to make a real impact in your marketing career.



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 [www.pro-app.co.uk](http://www.pro-app.co.uk)

# Why Pro Apprenticeships?

We do things differently!



## About Us

Pro Apprenticeships are a multi award-winning and Ofsted Outstanding Apprenticeship Training Provider.

Established in 2016, we set up with the aim of creating life-changing opportunities for people and helping businesses grow through the development and retention of motivated, driven staff.

## Why us?

We are good at what we do, really good at what we do! We have industry-leading tutors and a network of employers that allows us to stay on top of the ever-changing technology and business landscape.

Be it latest marketing, software and business trends, we always deliver outstanding training.

## You can trust us



### We Are Learner Focused

Our support and training is always tailored to your specific needs.



### 100% First Time Pass Rate

Our industry leading tutors will help you pass with flying colours.



### 87% Distinction Rate

We'll help you to achieve the very best that you can!



### We Are Best In Class

We are one of a select few providers to be rated **Outstanding** by Ofsted.

# Marketing Executive

## Level 4 Apprenticeship

### Overview

A Marketing Executive apprenticeship equips you to take a strategic approach to marketing, focusing on planning and managing campaigns across digital and traditional channels. You'll also receive an added value qualification in this apprenticeship – the advanced skills in audience engagement from SOSTAC®, a proven framework for effective marketing success.

### Key skills you'll develop:

- Market Research
- SEO & Digital Marketing
- Analytics & Reporting
- Customer Engagement
- Brand Development

### Additional qualification included:

- SOSTAC Certification



### How will this be delivered?

This apprenticeship is delivered through a combination of work-based learning, online training sessions or face to face sessions. You will build a portfolio of work that you have created to evidence your skills. When ready to finish your apprenticeship, you will undertake an end point assessment – but don't worry you will have plenty of support to prepare for this.

### Want to learn more?

Speak to one of our apprenticeship experts today!

### Apprenticeship details

#### Qualification

Marketing Executive – Level 4

#### Length of Apprenticeship

12 Months and 4 Months EPA

#### Typical job roles

Marketing Executive, Marketing Officer, Marketing Specialist, Communications Specialist

#### Apprenticeship Value

£6,000\*

\*Apprenticeships are government funded and are always entirely free for you as the apprentice! Depending on your age and the size of the company you work for, there may be a small contribution required by your employer.



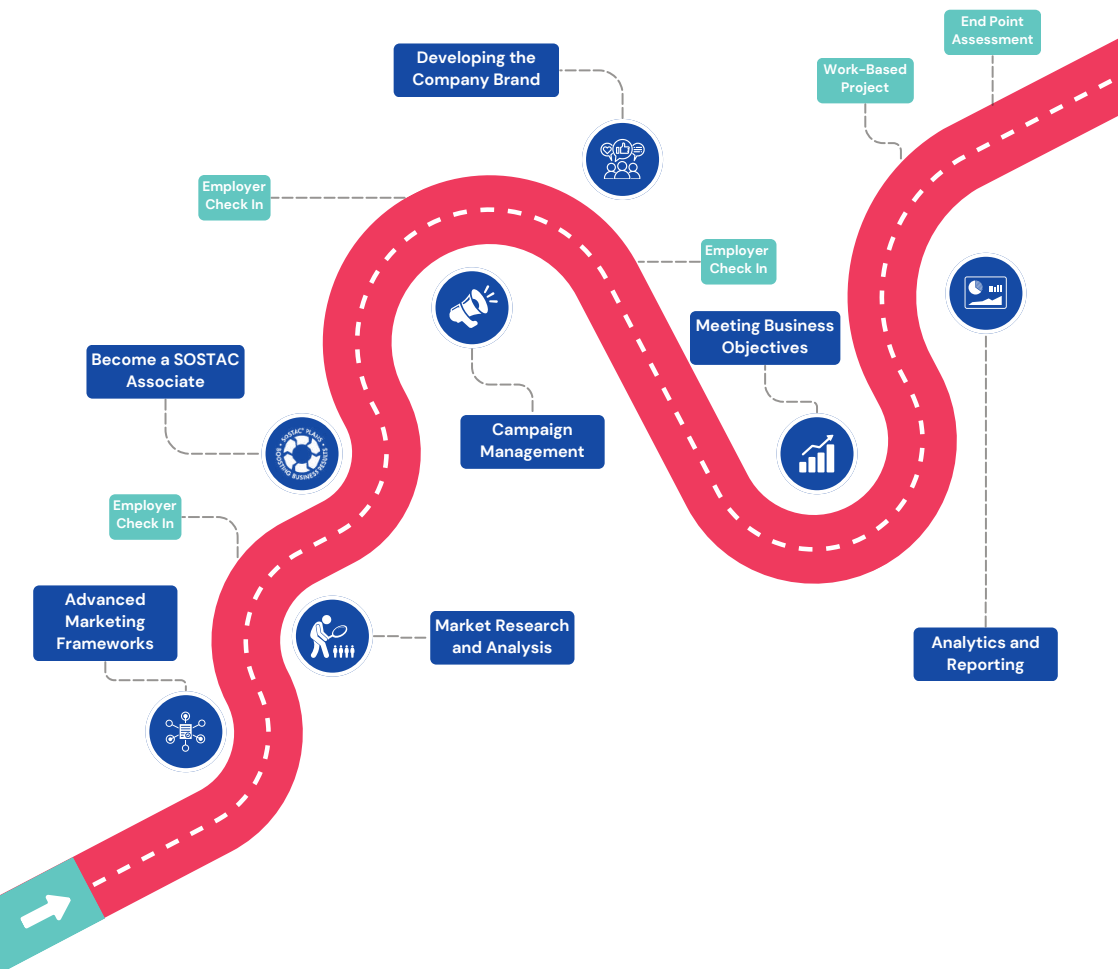
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# Your Learner Journey...

How this apprenticeship is structured.



## Ready to get started?

Whether you are looking to upskill in your current role or apply for a vacancy, we'd love to hear from you!

Send us an email at [info@pro-app.co.uk](mailto:info@pro-app.co.uk)



Read more on our website!  
[pro-app.co.uk](http://pro-app.co.uk)