

LEVEL 4 // MARKETING EXECUTIVE

WORKPLACE CURRICULUM

To achieve this Level 4 apprenticeship, your apprentice would be expected to build relevant knowledge and experience within their day-to-day role, working on a range of marketing projects.

Suitable Job Titles

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

Find out more at www.balticapprenticeships.com

Roles, Duties & Responsibilities

- ▶ Coordinate and maintain key marketing channels (both digital and offline)
- ▶ Plan and deliver tactical campaigns against SMART objectives
- ▶ Manage the production and distribution of marketing materials, e.g. digital, print and video content as appropriate
- ▶ Produce a wide range of creative and effective communications, including the ability to write and proofread clear and innovative copy, create project briefs, and confidently deliver presentations
- ▶ Engage and collaborate with a wide range of clients/stakeholders across departments internally and with clients/suppliers externally to support marketing outcomes
- ▶ Use good project and time management skills to effectively deliver projects, tasks, or events
- ▶ Coordinate several marketing campaigns, projects, or events to agreed deadlines
- ▶ Monitor project budgets within their scope of work using appropriate systems and controls
- ▶ Evaluate the effectiveness of marketing campaigns by choosing appropriate digital and offline data sources
- ▶ Evaluate data and research findings to derive insights and support improvements to future campaigns
- ▶ Use appropriate technologies to deliver marketing outcomes, e.g. digital and web analytics, social media platforms, CRM systems, etc.