

# Job Description



<b>Job Title:</b>	Marketing Executive Apprentice L4
<b>Reports to:</b>	Sector Marketing Manager
<b>Grade:</b>	Apprentice Grade / Level 4
<b>Date:</b>	2026

## 1. Job Purpose

The Marketing Executive Apprentice will support the planning, coordination, and delivery of multi-channel marketing campaigns, working closely with the Sector Marketing Manager who defines the overall strategy.

This is a hands-on, audience-focused role requiring creativity, communication, and project management skills to execute targeted marketing activity across digital and offline channels.

The role combines campaign delivery with event coordination and administrative support, while developing the knowledge, skills, and behaviours required to achieve the Level 4 Marketing Executive apprenticeship standard. The role will also provide a range of administrative support services, which may include activities such as postal services, raising purchase orders, event logistics, managing correspondence, photocopying, filing, and preparation of materials for meetings and events.

The post holder will have responsibility for managing their own tasks but will always be under the direct supervision of a qualified/experienced colleague.

## 2a. Key Responsibilities

*An apprenticeship is a learning role therefore, the list below represents tasks that might be undertaken. However, full training will be given and tasks will vary depending on placement.*

### Campaign Delivery & Marketing Channels

- Support the planning and execution of integrated marketing campaigns across digital, email, social media, and offline channels
- Creating briefs for wider team members to support the delivery of effective marketing campaigns
- Assist in managing and maintaining key marketing channels, including CMS updates and social platforms
- Create and schedule content for campaigns including blogs, email, social posts, and direct mail
- Support SEO and wider digital marketing activity
- Ensure marketing aligns with brand positioning and organisational guidelines

### **Event Marketing & Delivery**

- Support the organisation and delivery of events including exhibitions, conferences, and trade shows
- Supporting event briefs, timelines, and internal coordination
- Help produce event collateral and liaise with creative teams/agencies
- Assist with post-event activity including lead processing, follow-ups, and reporting

### **Content Creation & Communications**

- Produce engaging content for a range of channels and audiences
- Write and proofread marketing copy to a high standard
- Support newsletters, promotional campaigns, and event communications
- Respond professionally to enquiries via digital platforms

### **Market Research, Data & Analysis**

- Collect and analyse customer and campaign data to understand audience behaviour
- Support evaluation of marketing performance using analytics and reporting tools
- Maintain and update CRM systems to ensure data accuracy
- Use insights to support continuous improvement of campaigns

### **Administration & Systems**

Provide administrative support to the marketing team including:

- Raising purchase orders and managing documentation
- Managing correspondence, mail, and internal documentation (including enquiries on online platforms)
- Use business systems and tools (e.g. CRM, CMS, analytics platforms, MS Office, Canva) to deliver marketing outcomes efficiently

## **2b. Generic Responsibilities (must be kept in all job descriptions)**

- Work co-operatively with colleagues to ensure that the function operates consistently and effectively in the implementation and application of all departmental procedures and policies.
- Keep up to date with information, training and development opportunities appropriate to maintaining and developing professional service standards.
- Ensure that services are delivered in line with relevant legislation, ISO standards and YPO objectives, values and policies including those relating to Equity, Diversity & Inclusion, Customer Care and Health and Safety
- Undertake such other duties as may be required from time to time that reasonably fall within the scope and grade of the post.

### 3. Dimensions

- Accountable for college work and a positive outlook to learning, with the outcome of completion of the Marketing Executive Level 4 Apprenticeship standard.

To support their learning and development towards the Level 4 standard, the Marketing Executive Apprentice will develop knowledge of:

- Marketing principles including the extended marketing mix (7Ps)
- Brand positioning and reputation management
- Customer journeys and audience behaviour
- Stakeholder and customer relationship management (CRM)
- Marketing channels (digital and offline) and their application
- Market research principles (quantitative and qualitative)
- Business objectives and commercial awareness
- Legal, regulatory, and data protection requirements

#### Skills Developed

- Planning and delivering marketing campaigns against SMART objectives
- Managing digital and offline channels
- Content creation, copywriting, and communications
- Project and time management across multiple campaigns/events
- Stakeholder collaboration and supplier coordination
- Data analysis and campaign evaluation
- Use of marketing technologies (CRM, analytics, CMS, social platforms)

### 4. Planning and Organising

- Timekeeping and punctuality in line with departmental requirements
- With direction and support from the line manager completing allocated tasks in a timely manner
- The ability to prioritise own workload in line with departmental procedures.
- Prioritise tasks to meet deadlines across campaigns and events

### 5. Problem Solving and Decision Making

- No accountability required as this is a training role.

## 6. Communication and Relationships (internal and external)

- Building relationships with colleagues at YPO
- External suppliers/contacts appropriate to the department
- College Tutor
- Apprentice Manager
- This role will require the development of excellent relationships across the breadth of YPO

### **Key Departmental Relationships:**

- Marketing Managers
- Digital Marketing Team
- Content Marketing Officers
- Marketing Events Team
- Creative Team

## 7. Special Features and Personal Attributes

- An optimistic attitude to work
- The drive and determination to 'make things happen'
- Ability to build relationships and rapport with colleagues and customers
- A commitment to self-development
- A good team player
- Proactive approach to work

Apprentices are expected to get involved with apprenticeship promotion activities for YPO such as National Apprenticeship Week and careers fairs.

This role will require working in both an office and warehouse environment, some of which will be physical in nature. You may also be asked to support work off-site at events.

This post is subject to the Fluency Duty under Part 7 of the Immigration Act 2016. The post-holder is therefore required to demonstrate a level of fluency which enables them to converse spontaneously with a natural flow, and explain complicated information, using accurate spoken English (including technical or specialist terminology), to service users, and when required, demonstrate an ability to find alternative vocabulary in order to be understood.

## 8. Knowledge, Skills and Experience

Area	Essential	Desirable	Assessment
<b>Knowledge</b>			
GCSE or equivalent Grades A*- C (Grade 5 and above) in Mathematics, English Language and 2 other subjects. Level 3 qualification, such as A level or an equivalent BTEC. <i>Students may refer to their predicted grades in either or both formats</i> <i>Applicants must demonstrate the ability to study at academic Level 4, equivalent to the first year of a university degree.</i>	x		Application
IT skills to GCSE or equivalent		x	Application
A good understanding of basic marketing principles	x		Application
Awareness of the principles of the following specialist areas: search engine optimisation, email marketing, content creation, event marketing, media advertising, influencer marketing, social media marketing, web analytics and metrics, and PPC, and understands how these can work together		x	Application/Interview
<b>Skills</b>			
A keen interest in marketing, events and digital channels	x		Interview
Ability to think creatively to solve problems, with a clear commitment for identifying opportunities and delivering improvements	x		Interview
Good organisational and time keeping skills with the ability to prioritise tasks in order to achieve targets	x		Application/Interview
Excellent written and verbal communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication	x		Application/Interview
Excellent self-presentation and a confident communicator with the ability to present effectively	x		Interview
Experience using Microsoft Office or creative tools (e.g. Canva)	x		Application

Experience			
Any work experience, part time or voluntary included, linking to marketing, customer services or clerical.		x	Application
Ability to work as part of a team		x	Interview
Experience of working with databases and collating information.	x		Application/Interview
Experience of producing and checking information to a high degree of accuracy.	x		Interview

<b>Jobholder Signature:</b>	
<b>Manager Signature:</b>	
<b>Date:</b>	