



MARKETING EXECUTIVE

Reference Number: ST0596

Details of standard

Occupational Profile

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. Occupations in marketing span most industries and sectors and the roles can sit within a specific company/agency that provides marketing deliverables and advice to external clients, or within an internal marketing team, delivering marketing activities to drive that business. Marketing teams generally work with external agencies to deliver specialist elements of their marketing campaigns.

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. Typical responsibilities include:

- 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
- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers (incl. agencies) and partner organisations
- Collecting and analysing research information to understand target audience behaviour and views across the market in general and the marketing mix
- Assisting in the achievement of brand positioning to agreed guidelines
- Organising and attending events such as conferences, seminars, receptions and exhibitions.

The Marketing Executive typically reports to a Marketing Manager.

Typical job titles include: Marketing Executive, Marketing Officer, Marketing and Communications Officer, Marketing Specialist, Communications Executive, Communications Specialist

Requirements: Knowledge, Skills and Behaviours

Knowledge

The Marketing Executive requires an understanding of:

Marketing Concepts & Theories

- The fundamentals of marketing theory that support the marketing process e.g. the extended marketing mix (7P'S: Product, Price, Place, Promotion, Physical environment, Process, People), product development, and segmentation
- The concepts of brand positioning and management and implementing process to support corporate reputation

- The principles of stakeholder management and customer relationship management (CRM), both internal and external, to facilitate effective cross-functional relationships internally, and channel and customer relationships externally.

Business understanding and Commercial Awareness

- The characteristics and plans of the business and sector they work within, including their vision and values
- How marketing contributes to achieving wider business objectives
- The target audience's decision making process and how that can influence marketing activities
- The sector specific legal, regulatory and compliance frameworks within which they must work, including current Data Protection regulations.

Market Research

- The principles of effective market research and how this can influence marketing activity e.g. valid data collection sources and methodologies and usage, including digital sources, and when to use quantitative and qualitative methods.

Products and Channels

- Basic principles of product development and product/service portfolios
- The marketing landscape and how routes to market interplay most efficiently, e.g. franchise model, distribution
- The features and benefits of different marketing communications channels and media, both digital and offline, and when and how to apply these.

Skills

The Marketing Executive is able to:

Marketing Campaigns

- Coordinate and maintain key marketing channels (both digital and offline)
- Plan and deliver tactical campaigns against SMART (Specific, Measurable, Achievable, Realistic, Time-bound) objectives
- Manage the production and distribution of marketing materials, e.g. digital, print and video content as appropriate.

Interpersonal and Communications Skills

- Produce a wide range of creative and effective communications, including ability to write and proofread clear and innovative copy, project briefs, and give confident presentations
- Able to engage and collaborate with a wide range of clients/stakeholders, across departments internally and with clients/suppliers externally to support marketing outcomes as required.

Service Delivery

- Use good project and time management to deliver projects/tasks/events as appropriate, effectively. Including the ability to divide time effectively between reporting, planning and delivery
- Coordinate several marketing campaigns/projects/events to agreed deadlines
- Effectively liaise with, and manage, internal and external stakeholders including suppliers to deliver required outcomes.

Budget Management

- Monitor project budgets within their scope of work using appropriate systems and controls.

Evaluation and Analysis

- Evaluate the effectiveness of marketing campaigns by choosing the appropriate digital and offline data sources.
- Assimilate and analyse data and information from a range of sources to support marketing activities
- Evaluate data and research findings to derive insights to support improvements to future campaigns.

Systems and Processes

- Effectively use appropriate business systems and software to deliver marketing outcomes efficiently, for example to analyse data, produce reports and deliver copy
- Use appropriate technologies to deliver marketing outcomes e.g. digital/web analytics, social media, CRM.

Behaviours

The Marketing Executive is able to demonstrate:

Agile and flexible

- A tenacious and driven approach to see projects through to completion
- Being a proven 'self-starter' and have an adaptable approach to meet changing work priorities.

Creative Thinker

- A creative and analytical mind, with a willingness to think of new ways of doing things
- They come up with ideas and solutions to support the delivery of their work.

Resilience and continuous improvement

- A willingness to learn from mistakes, as not all activities go to plan, and improve their own performance as a result.

Professionalism and Emotional Intelligence

- A high level of professionalism, reliability and dependability with a passion for the customer
- A collaborative approach is central to how they work, showing empathy and being mindful to the needs/views of others
- Ethical behaviour in the way they approach marketing activities and their work, valuing equality & diversity.

Duration:

The typical duration of this apprenticeship is 15-21 months

Entry Requirements:

Entry requirements will be determined by individual employers

Qualifications:

Apprentices without level 2 English and maths will need to achieve this level prior to taking the end-point assessment. For those with an education, health and care plan or a legacy statement the apprenticeships English and maths minimum requirement is Entry Level 3, and British Sign Language qualifications are an alternative to English qualifications for those whom this is their primary language.

Link to professional registration and progression:

This apprenticeship is designed to meet the requirements for registration as an Affiliate Member with the Chartered Institute of Marketing (CIM).

Level:

This is a Level 4 apprenticeship.

Review date:

After 3 years.

Crown copyright © 2017. You may re-use this information (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence. Visit www.nationalarchives.gov.uk/doc/open-government-licence