



Marketing Executive Apprenticeship



Level 4



18 months

Marketing Executives support and deliver marketing plans, working with the Marketing Manager. They use creativity, communication and project management skills to plan and execute targeted, audience-focused marketing activities.



Apprenticeship overview

Marketing plays a vital role in helping businesses understand customer needs and deliver engaging products and services. Marketing Executives work across industries, either in-house or at agencies, to plan and deliver integrated campaigns. They manage digital, offline and social media channels, create marketing materials, support brand positioning, and engage with customers, suppliers and partners. Their role includes conducting market research, analysing audience behaviour, and supporting events such as conferences and exhibitions. By using a variety of channels and tools, they help businesses reach their target audiences and contribute to growth, awareness, and long-term success.



Typical job roles

Marketing Executive, Marketing Officer,
Marketing Communications Officer, Marketing Specialist,
Communications Executive, Communications Specialist

Why choose an apprenticeship for your business?

The benefits, in brief:

- Retrain and upskill your current team
- Fill skill gaps and expand your workforce
- Diversify your team and bring in fresh ideas

Why choose us?

- We are one of the biggest apprenticeship providers in the region
- We are funding experts and can help you get the maximum benefit of government funding available to you
- We will support you as an employer and your apprentice throughout the apprenticeship journey

Interested?

**We welcome your enquiries.
Contact us below:**



Email: apprenticeships@leedscitycollege.ac.uk

Visit: leedscitycollege.ac.uk/employ-an-apprentice

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