



Marketing Manager Level 6 Apprenticeship

The degree level qualification, taught by
marketing practitioners and assessed by
the Chartered Institute of Marketing.

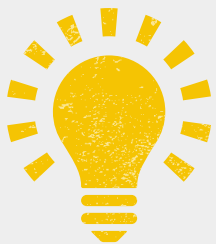
www.jga-group.com



Marketing Manager Apprenticeship

This programme develops aspiring or existing Marketing Managers into high-calibre employees who think strategically. It has a strong focus on end-to-end service delivery, aligning activities to organisational objectives and delivering a return on investment. It also supports the development of leadership skills to facilitate successful team management and relationships with senior stakeholders.

Each module of the course has been specifically designed so that it can be adapted to the particular needs of the apprentice's organisation, so that both learner, and the employer reap the benefits from the moment the apprenticeship starts.



JGA

Developing Futures

Why study with The JGA Group

We are a Queen's Award-winning training provider; priding ourselves on our high-quality and inclusive programmes.

Our range of apprenticeship solutions for marketing and sales teams is one of the most comprehensive in the country. Our skills coaches and tutors are not just teachers. They are senior-level, marketing professionals with a history of marketing success and experience. They maintain a portfolio of consulting roles alongside their apprenticeship responsibilities. This gives them the ability to cover the most pertinent topics that have impact on the marketing industry including: Artificial Intelligence, Chat GPT, Corporate Social Responsibility and Accessibility.



Core benefits of the programme:

For the learner

- ✓ Peer-to-peer learning in small groups
- ✓ Improve ability to think critically
- ✓ Develop strategic marketing skills
- ✓ Increase confidence to challenge the status quo
- ✓ Gain experience working with new and challenging stakeholders
- ✓ Boost creativity skills

For the employer

- ✓ Reward and support the continuous professional development of employees
- ✓ Fill team and organisational skills gaps
- ✓ Boost motivation levels for employees
- ✓ Take advantage of cost-effective training

This programme is right for you if:

- ✓ You are an aspiring or existing Marketing Manager
- ✓ You have direct/indirect reports or the opportunity to manage others
- ✓ You have access (or can be supported with access) to budgets, strategy conversations and senior stakeholders
- ✓ You have the full support of your line manager for the duration of the programme
- ✓ You have good planning and time management skills
- ✓ You are committed to a long-term learning programme

Roles this apprenticeship applies to:

- Marketing Managers
- Marketing and Communications Managers
- Corporate Communications Managers
- Product/Proposition Managers
- Insight/Innovations Managers



My experience and knowledge have often been self-taught, which led me to doubt my abilities in an increasingly competitive environment. The apprenticeship helped me gain a nationally recognised qualification and gave me more confidence in my ability and knowledge of the marketing field. I particularly enjoyed learning the strategy behind conducting a successful marketing plan, the importance of a situation analysis, and how you can adapt your marketing mix to evolve with emerging trends."

Lynsey Martinez,
Marketing Manager Level 6 Apprentice



**of employers said
apprenticeships helped
them improve productivity***



86%

Typical duration of course

19 months (including 3 months for end point assessment).

Course format

Monthly industry masterclasses, monthly 1-2-1 online coaching sessions, online study materials and project work.

Time commitment

Approximately 20% of your time - this will not be abstract theory, but project work that specifically supports business performance.

Apprenticeship qualification level

This is a level 6 apprenticeship which is equivalent to a degree.

Cost of training

Apprenticeship training is free to levy payers and the Government provides 95% funding for smaller organisations. The value of this apprenticeship training is £9,000. [Learn more about government funding on the JGA website.](#)

of employers said apprenticeships helped them develop skills relevant to their organisation*

Professional awarding body recognition

This apprenticeship is designed to meet the requirements for registration as an Associate Member (ACIM) of the Chartered Institute of Marketing (CIM) and carries exemptions against the Diploma in Professional Marketing.

Progression route

On completion of your apprenticeship you can opt to progress to complete the Diploma in Professional Marketing.

“

It's been a brilliant experience having Nikki undertake her level 6 apprenticeship. The experience has given Nikki so much knowledge and confidence to really come into her own in her Marketing Management position which has been a huge support to the department as the business continues to grow.”

Karen Clough,
Group Marketing Director
Conservatory Outlet



CONSERVATORY
— OUTLET —

End point assessment

At the end of their apprenticeship, learners complete an end point assessment.

This includes:

A Project Showcase - 3 marked components based on an end-to-end marketing plan that the apprentice has designed and developed during the EPA with their employer.

A Professional Discussion (with the assessor) - much like an interview, this provides a platform for the apprentice to showcase the knowledge, skills and behaviours they have developed over the course of the apprenticeship.

Full details of the apprenticeship standard are available on [the Institute for Apprenticeships website](https://www.institute-for-apprenticeships.org.uk).

Who can be an apprentice?

Apprenticeships provide a great opportunity to invigorate your workforce with fresh talent or to upskill your current employees with relevant industry training.

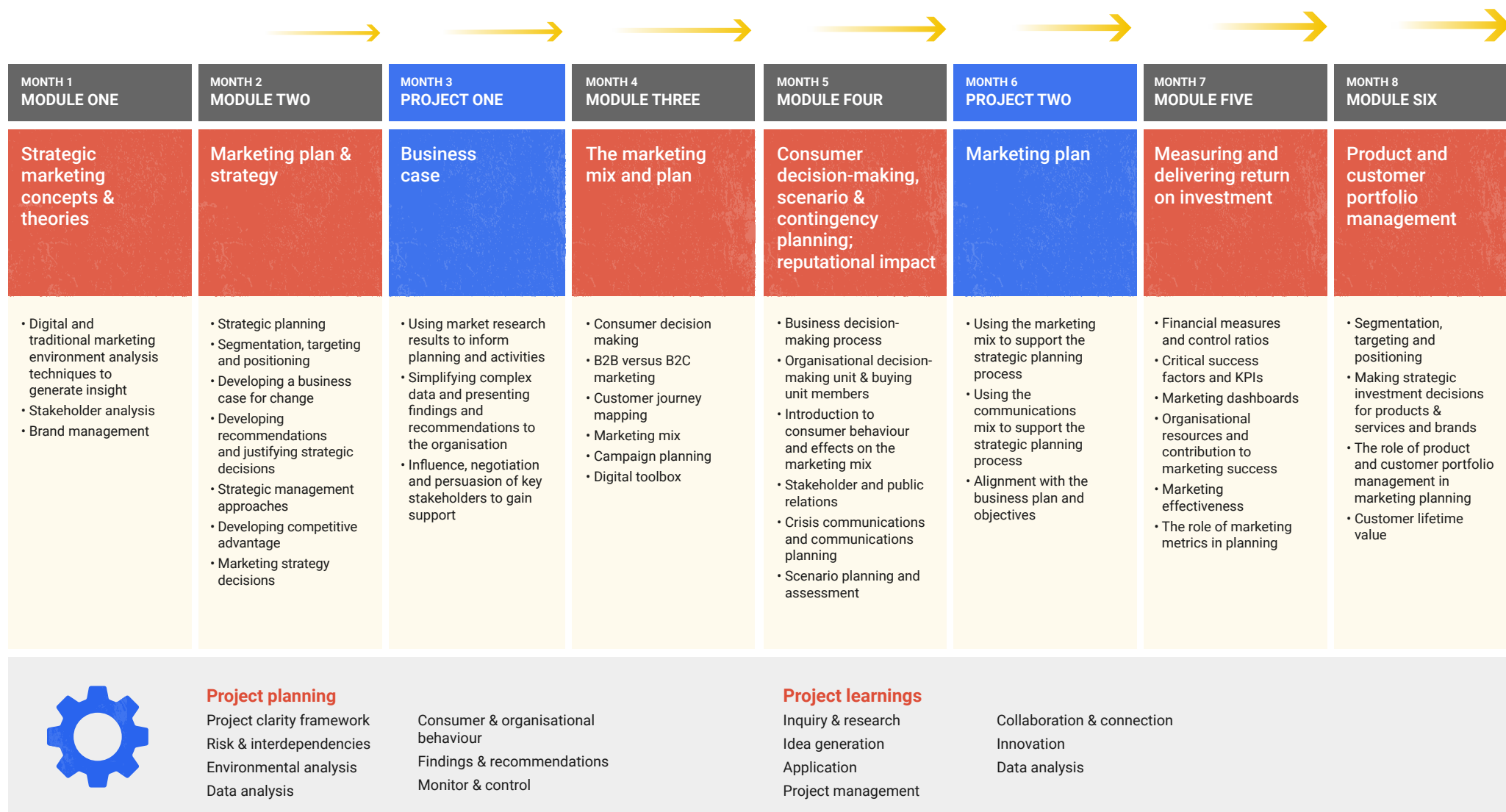
- Apprentices can be any age, including graduates
- To be eligible they must be aged 16+ and have Maths and English GCSEs grades A*-C/9-4 or equivalent.
- In the case of the Marketing Manager Apprenticeship role, we recommend that learners have access to strategic elements of the business, control a budget and have decision making opportunities around product/service design and delivery.

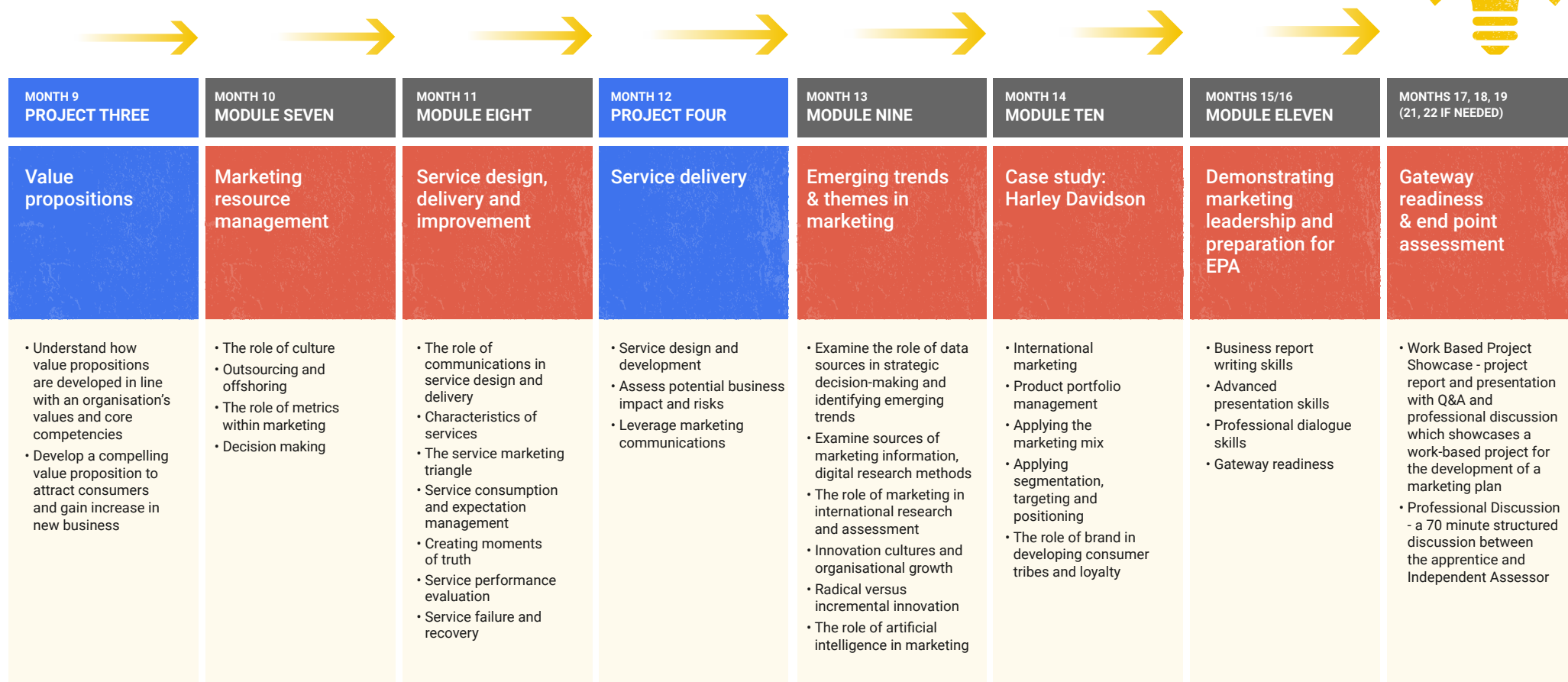
74%

of employers said
apprenticeships helped them
improve the quality of their
product or service*



19 month degree level programme with 10 core modules, 4 project based modules and preparation for end point assessment.





Live tutor led seminars for each module plus 1-2-1 coaching sessions
 Support from neurodiversity specialist
 Modules are mapped to the CIM level 6 professional diploma in marketing

Funding

How does the government funding work?

The government covers the majority if not all of the cost of training the apprentice. Government funding is available for anyone on an apprenticeship scheme.

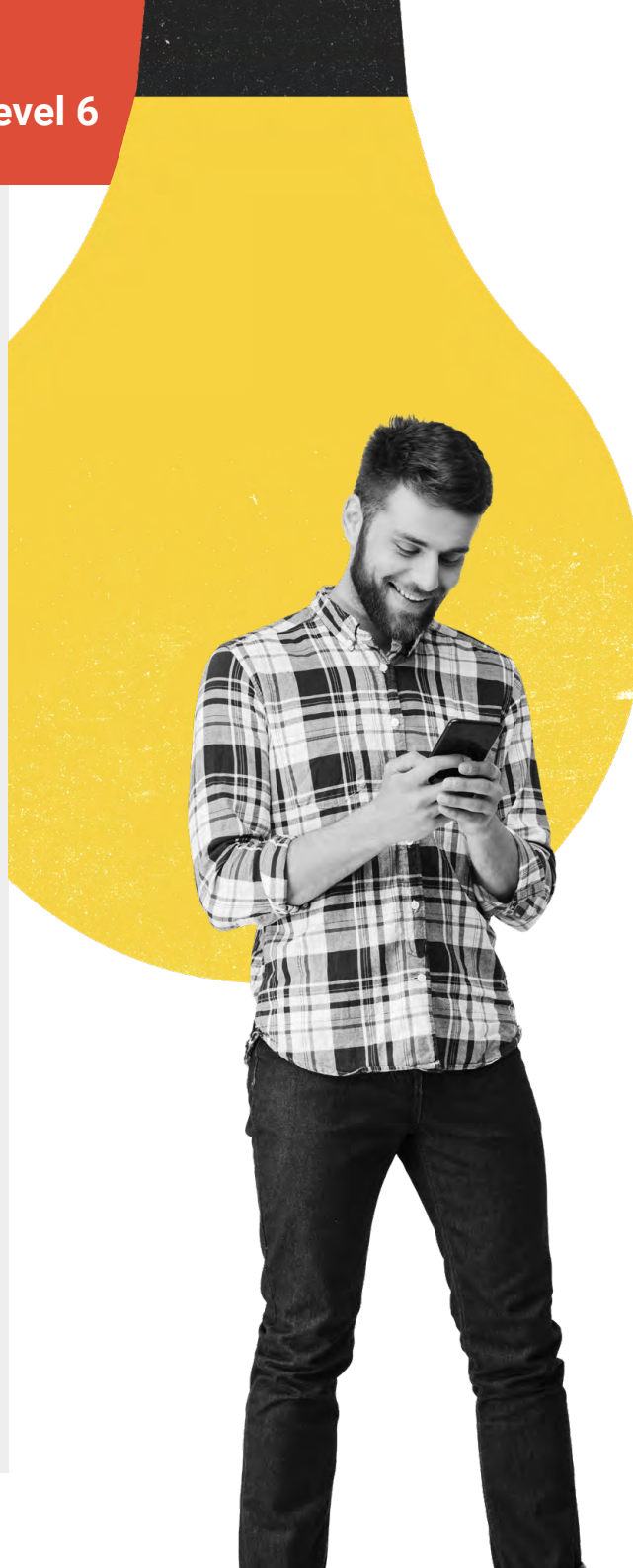
It is not just available for new marketing staff, it can also be used to enhance the skills of existing marketing staff.

This not only allows staff members to reach the next stage of their career development in a cost-effective way, but it also builds loyalty to the company and helps to make your team members feel wanted and supported.

To receive the government funding for the scheme

Apprentices must work a minimum of 30 hours per week (minimum of 6 hours a week needs to be study time). They must have a contract of employment once the Apprenticeship starts.

Learn more about government funding here.



Get in touch

Upskill your Marketing Manager through the Marketing Manager Apprenticeship. It is an effective way to grow and develop members of your marketing team whilst improving retention and motivation.

For guidance and support on any aspect of apprenticeships (including funding) contact us today:

sales@jga-group.co.uk

020 8426 2666

www.jga-group.com/marketing-manager

What others say about JGA



Ofsted says: Apprentices and learners particularly appreciate being taught by experts who help to bring their subjects to life and make them relevant to their own workplace...

Apprentices and learners value the high levels of support they receive...

Tutors help apprentices and learners develop their knowledge and confidence to be more effective in their roles. They organise interesting projects for apprentices".

Ofsted Report, October 2019

100%

of apprentices told us seminars and coaching were excellent or good

Nov 2022

86%

of employers rate JGA as good or excellent

Feb 2022

Awards

AAC Creative and Design Apprenticeship Provider of the Year 2023

West London Business Awards Training Provider of the Year 2023

The Queen's Award for Enterprise (Promoting Opportunity) 2021

BAME Apprenticeship Awards 2020

