

EMPLOYER APPRENTICESHIP PROSPECTUS



**The
Marketing
Trainer**

CIM

Accredited
Apprenticeship Provider



69%

of companies don't collect data to identify skills gaps within their organisation¹

1 in 2

employers experienced a lack of technical skills required in applicants when recruiting³

NEARLY HALF

of Marketing departments have 'hard-to-fill' vacancies²

44%


of employers who prefer to train internally, do so without a training plan⁴

¹ CIPD. (2022). Resourcing and Talent Planning Report. https://www.cipd.org/globalassets/media/knowledge/knowledge-hub/reports/resourcing-and-talent-planning-report-2022-1_tcm18-111500.pdf

² CIPD. (2023). <https://www.cipd.org/globalassets/media/knowledge/knowledge-hub/reports/labour-market-outlook---spring-2023.pdf>

³ CIPD. (2023). Labour Market Outlook - Summer 2023. <https://www.cipd.org/globalassets/media/knowledge/knowledge-hub/reports/2023-pdfs/2023-labour-market-outlook-summer-2023-8449.pdf>

⁴ CIPD. (2022). Employer Skills Survey. https://www.cipd.org/globalassets/media/knowledge/knowledge-hub/reports/employer-skills-survey-1_tcm18-110268.pdf



With a rapidly evolving industry and an everlasting shortage of required skills in the current talent pool, it leaves the question to be asked:

**If the skills aren't already out there,
Where will they come from?**



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About Us

We at The Marketing Trainer are a Marketing Apprenticeship Training Provider, specialising in offering only Marketing-related courses.



Accredited
Apprenticeship Provider

**Being a Chartered Institute of Marketing
Accredited Apprenticeship Provider
allows us to embed CIM qualifications
such as:**

- Level 3 Foundation Certificate in Professional Digital Marketing
- Level 4 Certificate in Professional Digital Marketing



*After university degrees, CIM qualifications
are the most sought-after by employers.⁵*



Our Values

01

Your success is our success

Our success is tied to yours—seeing your team flourish in their careers affirms our mission to empower and prepare them for the opportunities that lie ahead.

02

Marketing and apprenticeships are in our DNA

We champion personalisation, combining our expertise in both marketing and apprenticeships, to deliver an unparalleled apprenticeship offering.

03

Inclusivity

We've planned to eliminate barriers to obtaining industry qualifications, such as financial restrictions and time constraints currently faced by employees. This is why all of our apprenticeships have industry-accredited qualifications embedded, including CIM qualifications.

04

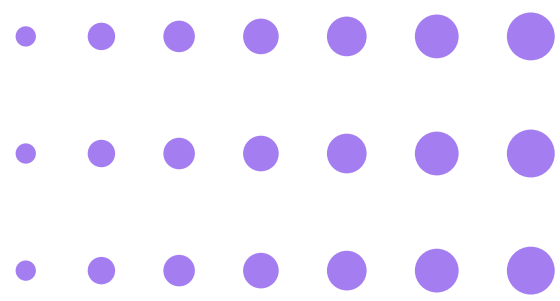
Innovate, innovate, and innovate

We constantly collaborate with industry experts, staying updated on the latest trends, technologies, and emerging markets, enabling us to swiftly integrate relevant developments into our curriculum.



03

Recruit Retrain Retain



Recruiting New Apprentices:

Leverage our extensive talent pool, using our platform **Assessity** to gain access to exceptional apprentices who align seamlessly to close your existing skill gaps. We streamline the recruitment process, presenting you with pre-screened, qualified candidates ready to make a significant impact from day one.

Upskill Your Staff to Bridge Skill Gaps:

Empower your workforce by developing them to meet existing skills gaps in your organisation. Our platform **Assessity** conducts in-depth skills evaluations, identifying gaps within your existing team. Armed with this insight, we formulate training programs and recommend relevant courses from our cutting-edge curriculum, taking your employees to the next level.

Boost Staff Retention and Foster Loyalty:

Invest in your team, and they'll invest in you. By developing a culture of continuous growth and nurturing your employees' potential, you'll inspire loyalty and commitment.



Our Plan to Help Your Business

Decrease time to recruit

Recruiting new staff in a highly competitive talent pool has ultimately driven up the time it takes to find, interview and appoint a hire. We plan to help you reduce that time significantly by allowing you access to our talent pool which can be matched quickly and efficiently to the skills you require.

Improve Staff retention

70% of employees feel that they would leave their current role to move to an organisation that actively invests in their employee's training and development.⁵ Apprenticeships are an excellent way of providing actual and perceived value to your team.

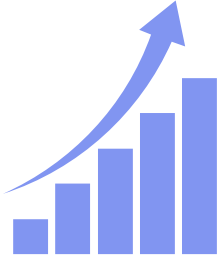
Reduce your recruitment costs

With the costs of recruitment already having a hefty fee attached, along with the cost of not having someone ready to fill that job, it soon adds up. With our Assessity platform and our apprenticeship offering, we can guide you on whether you can upskill your existing staff or match the job with a potential apprentice from our talent pool.

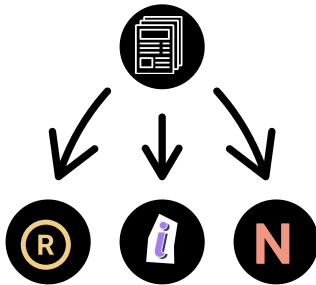
Provide a positive ROI

By developing skills in your organisation you are enabling your staff to produce higher quality work in less time thus increasing productivity and maximising employee output.

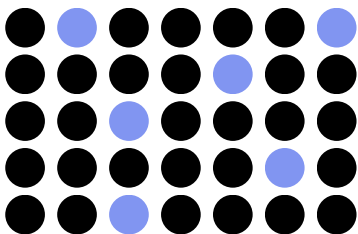
From concept, to apprenticeship start



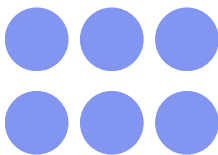
If you're looking to support company growth or address skill and labor gaps in your team, an apprenticeship could be a solution.



After formulating the role, creating a job description and choosing the appropriate apprenticeship standard, the position is advertised across multiple channels



We utilise our talent pool, ensuring we only put forward the candidates who have the same job interests as the job description.



Candidates are interviewed by TMT, then shortlisted for an interview with yourselves



You have your superstar apprentice and the apprenticeship will now begin.



The first step to creating your optimised apprenticeship offering is to complete our skills gap analysis. This tool is on our purpose-made platform which takes the data you input against an industry-recognised standard of marketing competencies and produces visualisations and reports on where your staff member(s) may need upskilling.

**Coming
Soon**

The results of the analysis are displayed on the platform's dashboard and visualised.

The Standard is then supercharged with targeted training to address the identified competency deficits.

Every apprenticeship journey is different, our training is built to maximise skills development

Our Apprenticeships

We currently offer 2 Marketing-based apprenticeships.

L3

Multi-Channel Marketer

Perfect for generalist and specialist marketing roles. It's ideal for those new to marketing and is a springboard for level 4 qualifications.

L4

Market Research Executive

This involves working on research projects to generate data and insight, to help develop products, and contribute to business growth.



MARKETING_TRAINER

Funding And Costs

If you have an annual wage bill of less than £3mil, you'll qualify for co-investment. If your annual wage bill is above £3mil look at the Levy Contributions

Co-Investment

Apprenticeship co-investment is a funding model where employers and the government share the cost of apprenticeship training. Employers contribute 5% toward the training costs, while the government covers the remaining 95%.

Levy Contributions

The apprenticeship levy is a tax on large employers to fund apprenticeship programs. You will be required to allocate 0.5% of your annual wage bill toward training new and existing staff.

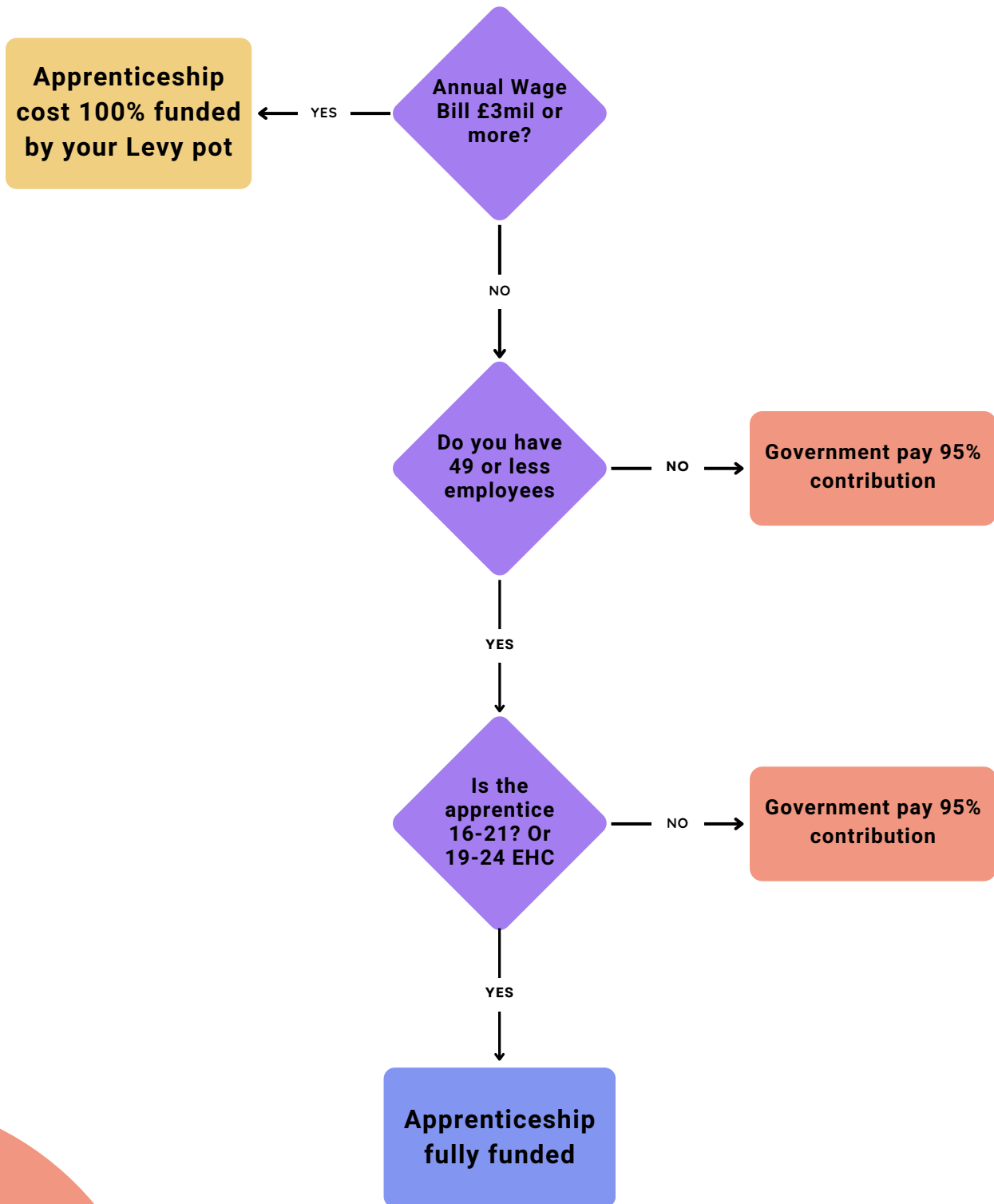
Courses	Levy cost	Co-Investment cost
Multi-Channel Marketer level 3	£11,000	£550*
Market Research Executive level 4	£8,000	£400*

*You will be eligible for 100% funding from the government if you hire:

- o A 16 to 21 year old;
- o Or a 19 to 24-year-old with an education, health and care plan provided by their local authority or has been in the care of their local authority.
- And your organisation has fewer than 50 staff.

A £1,000 cash incentive is also available to all employers with any turnover size if a newly recruited apprentice is aged 16-18

How Much Will It Cost?



How Much Do I Have To Pay Them?

As of April 1st 2024, the apprenticeship minimum wage has increased. We've provided the figures in the table below.

21 and over	18 to 20	Under 18	Apprentice
£11.44	£8.60	£6.40	£6.40
£22,308*	£16,770*	£12,480*	£12,480*

* Figures calculated on a 37.5 hour contract.

SALARY RECOMMENDATIONS

Our recommendations for apprentice salaries depend on a variety of factors such as age, location, experience, education, and ultimately your role. For this reason, we would typically recommend employers pay between £15,000 - £21,000 for their marketing apprentices. This is because by offering a higher salary, you'll ultimately attract a better standard of candidate and improve candidate retention.

Additional Savings

NATIONAL INSURANCE

Some great news is that you do not need to pay Class 1 National insurance contributions for apprentices under 25, if the apprentice is on an approved apprenticeship standard.

Employer (secondary) NI contribution rates 2024

Category letter	£123 to £175 (£533 to £758 a month)	£175.01 to £481 (£758.01 to £2,083 a month)	£481.01 to £967 (£2,083.01 to £4,189 a month)	Over £967 a week (£4,189 a month)
H (Apprentices)	0%	0%	0%	13.8%

WHAT THIS MEANS FOR YOU

As long as the apprentice is aged 24 or below throughout the duration of the apprenticeship you could save:

£800 if you paid a salary of £15,000

£1500 if you paid a salary of £20,000

£2200 if you paid a salary of £25,000

£2900 if you paid a salary of £30,000

FAQ

Question	Answer
How much time and money do I need to put into training and support?	Training apprentices is an investment in future workforce and innovation. It also enhances the leadership skills of current employees. Ultimately, we're here to help support and bolster training for your apprentice.
How will an apprentice improve our team's productivity?	Apprentices can quickly become productive, handling supporting tasks and eventually increasing overall team productivity.
What sort of performance can I expect from an apprentice?	With proper guidance, apprentices can produce high-quality work and bring new knowledge and techniques from their recent education.
We're looking to hire someone for the long-term. Do apprentices tend to stay with their employer after completing their apprenticeship?	Apprentices often show loyalty to the company that trained them, reducing future recruitment costs and addressing skills shortages.
What are the financial implications?	Hiring an apprentice can be cost-effective, with potential government subsidies and lower initial salaries.
How do I know whether an apprentice will fit our company culture?	Apprentices can be easily integrated and molded to fit the company culture, enhancing team dynamics.
What are my legal and administrative responsibilities?	While there are some tasks involved, the benefits often outweigh them, and there is support available to navigate these aspects.
What happens if something goes wrong?	Apprenticeship programs have a proven track record of success, creating skilled workers tailored to the specific needs of a business.

How We're Different



A maximum cohort size of 8 means your learners are given more individual support

Use a larger cohort model meaning learners get lost in the noise

An individualised training plan is formulated by Assessity

Training is generally dictated by predefined model and the apprenticeship standard

Apprenticeships infused with industry accredited qualifications

Apprenticeship typically has the compulsory qualifications

Robust curriculum of auxiliary modules related to specialisms, tools, and channels

Curriculums built to deliver expected value as stated by standards

The Apprenticeship Journey

1



Assessing

Using our bespoke skills gap analysis platform and our expertise, we'll plan with you how to create a supercharged apprenticeship that meets your business needs

3



Apprenticeship

- A minimum of 12 Coaching Sessions, personalised for Portfolio and Marketing development
- 12 Monthly Training Sessions
- VLE to support pre and post-training

5



Progression

Grade is awarded:
Progress onto another course or become alumni

2



Onboarding

We've streamlined the process to make it stress and hassle-free

4



Gateway

This is where the End-Point Assessment begins and our aim is to make the process as smooth as possible

The Apprenticeship Journey



MONTHLY 1-1 SKILL COACHING SESSIONS

Coaching sessions offer invaluable benefits to learner's professional development journey. These sessions provide personalised guidance and hands-on training, allowing learners to bridge the gap between theoretical knowledge and practical application.



MONTHLY MICRO TRAINING SESSIONS

- *Increased Participation:* In a smaller group, learners tend to feel more comfortable and confident participating in discussions.
- *Personalised Attention:* With a smaller group, the trainer can provide individualised attention to each learner.



ACCESS TO A VIRTUAL LEARNING ENVIRONMENT

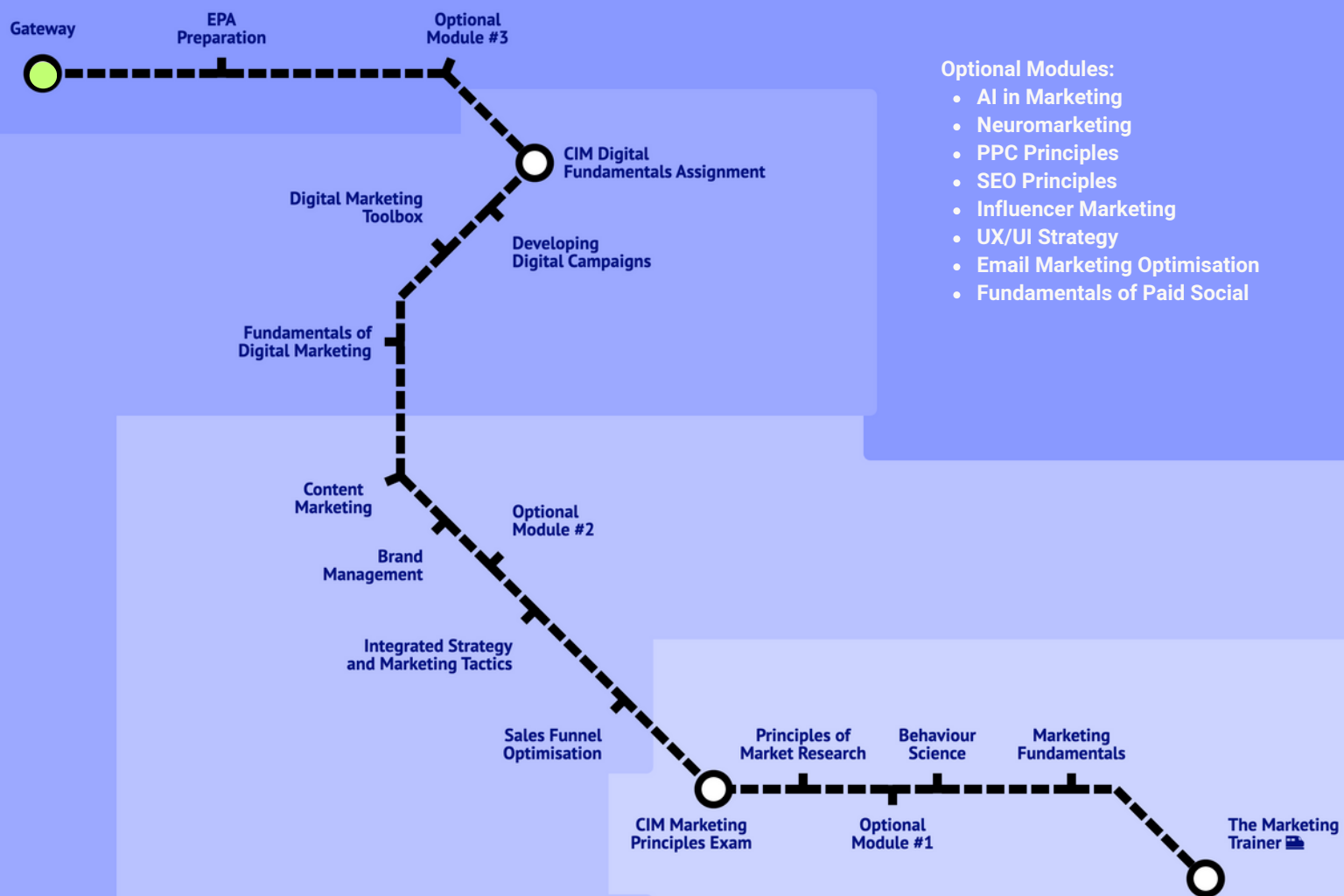
Our VLE guarantees that your apprentice can easily reach all the necessary learning resources. This ensures their readiness, facilitates effective learning, and helps them retain the skills and knowledge they've acquired.



QUARTERLY PROGRESS REVIEWS

Quarterly Progress Reviews to ensure progress against the agreed training plan to maximise ROI for your company, and unleash your talent's potential.

Multi-Channel Marketer



The Multi-Channel Marketer Level 3 apprenticeship is an apprenticeship designed to give structured training to entry-level marketers. Our MCM apprenticeship has the CIM Level 3 Foundation Certificate in Professional Digital Marketing embedded, equipping apprentices with marketing industry-accredited qualifications.

Multi-Channel Marketer Level 3



12 Month Course with an additional maximum of 12 weeks in Gateway.

Example:

Start Date: January 2024,

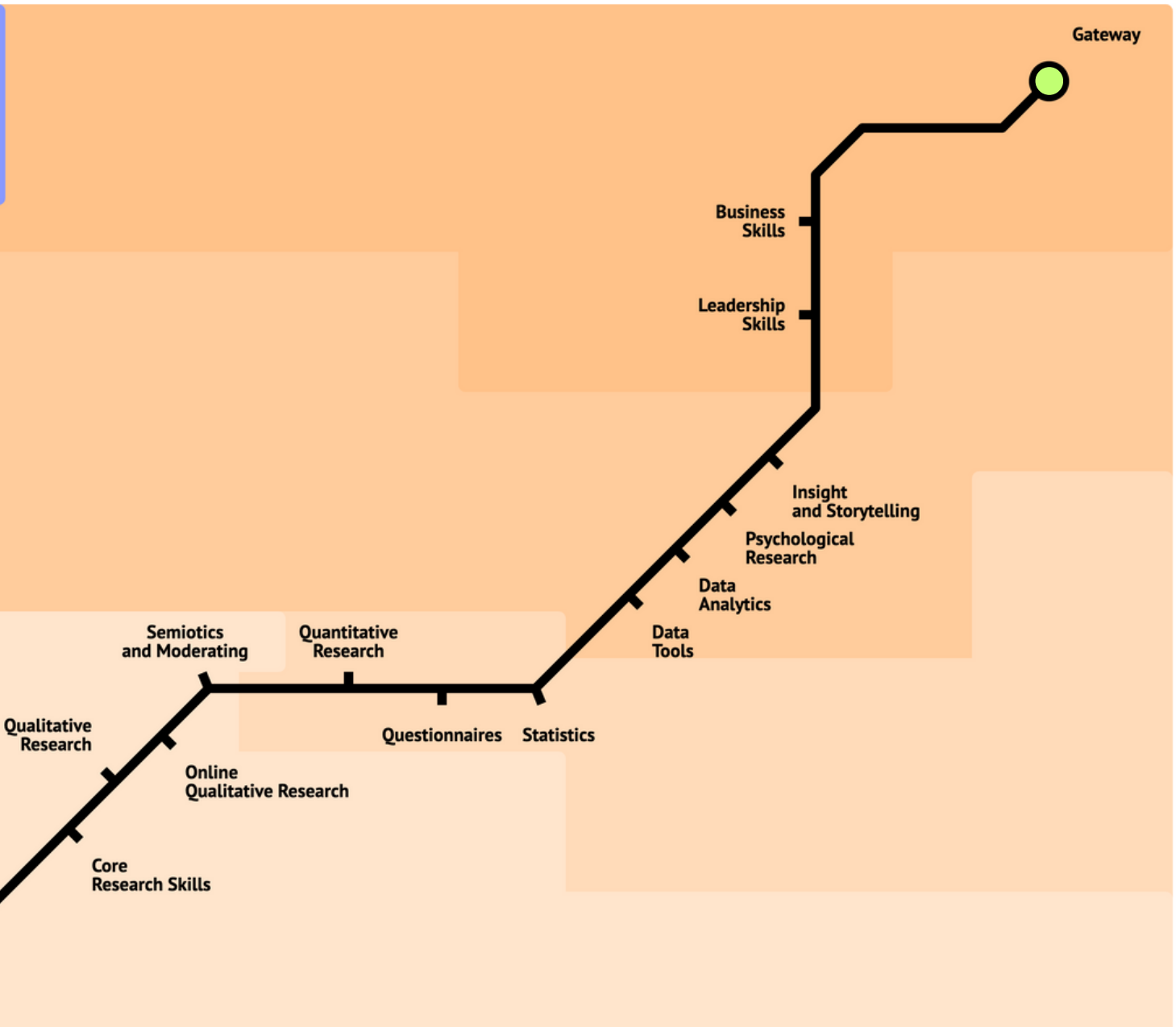
Expected Gateway Date: January 2025

Completion Date: April 2025

MCM	CIM	*Optional
Integrated Strategy and Marketing Tactics	Intro to Marketing	AI in Marketing
Brand Management	Behaviour Science	Neuromarketing
Principles of Content Marketing and Copywriting	Marketing Planning	PPC Principles
	Campaign Management and Digital Strategies	SEO Principles
	Sustainable Marketing	Influencer Marketing
	Digital Tools and AI	UX/UI Strategy
		Email Marketing Optimisation
		Fundamentals of Paid Social

*Learner's will be able to choose 3 elective modules from the optional modules list.

Market Research Executive



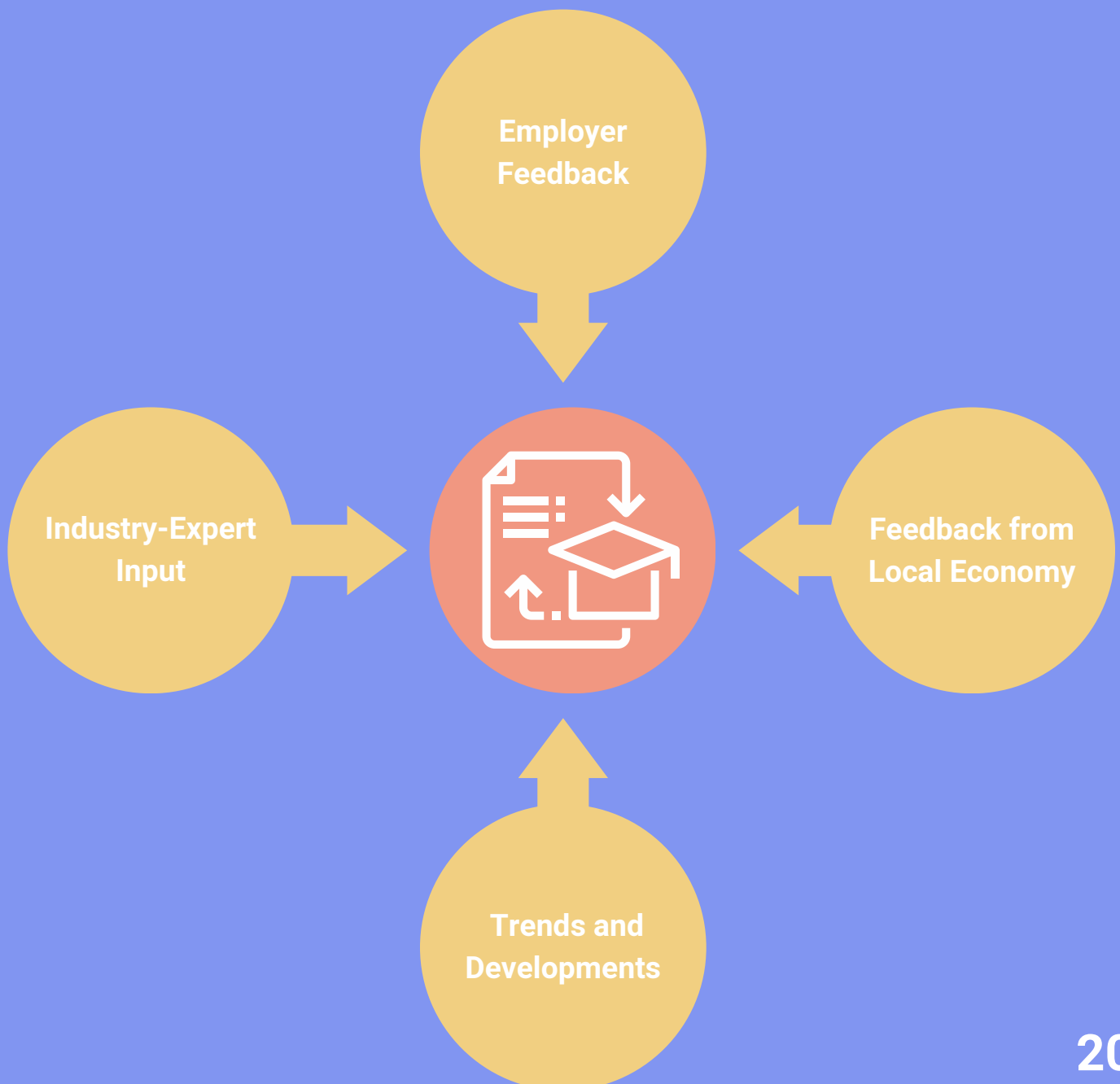
The Market Research Executive Level 4 apprenticeship provides advanced training in market research. Apprentices learn to design research projects, collect and analyse data, and present insights to inform business decisions, preparing individuals for roles as market research professionals.

The Curricula



ROBUST CURRICULUM

Our dynamic curriculum is continually evolving to deliver the precise training your apprentice requires to thrive in their role while robustly tackling any competency deficits.



End-Point Assessment

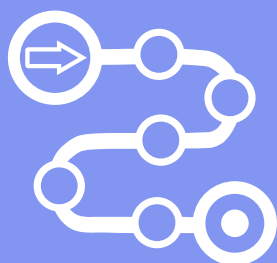
GATEWAY & EPA

Recognising that assessments may not be everyone's forte, we have a solid process that ensures apprentices are prepared, leaving no stone unturned. We provide resources and mock assessments to equip apprentices, helping them harness their potential to the fullest extent.

Following a thorough and rigorous vetting process, we have identified the premier end-point assessment organisations, keeping the amount we work with to the minimum.



Internal Verification



Mock Projects



Mock Interviews



Improved Success

OUR END-POINT ASSESSMENT ORGANISATIONS



Routes for Progression

PROGRESSION

The journey of learning doesn't need to halt there. We offer advancement pathways for all standards, and if there's a Standard we don't currently provide that could accelerate your progress, we'll support you in the next steps by offering Information, Advice, and Guidance (IAG) to support you in your next steps.

- Progress with another provider that offers a course we don't
- Progress with The Marketing Trainer
- No progression, stay part of our alumni network





GROW YOUR BUSINESS WITH APPRENTICESHIPS TODAY!

The Marketing Trainer

E: info@themarketingtrainer.co.uk

T: 03301 338666

W: www.themarketingtrainer.co.uk

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