

# A REVOLUTION IN MARKETING APPRENTICESHIPS



## The Marketing Trainer

CIM

Accredited  
Apprenticeship Provider



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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  
into our apprenticeships, 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.<sup>1</sup>*

# Junior Marketer Recruitment

## APPRENTICESHIP

Free recruitment of the apprentice

Specialist marketing recruitment

Candidates vetted

VS



## NON-APPRENTICE

Typically 10-15% of salary cost for recruitment

Generic recruitment

Internal team has to vet candidates



# Junior Marketer Salary

## APPRENTICESHIP

Apprentice minimum wage can be applied

Apprentice aged 24 and under are 0% emp NI

VS



## NON-APPRENTICE

Employee aged 21+ have to be paid £23,810 on 37.5 hour

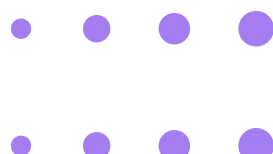
Employee aged 20 and under are 0% emp NI

**NMW**  
**Salaries for a**  
**37.5 hour**  
**Week**  
**Contract**



April 2024	Salary	April 2025	Salary
Age 22 or over	£22,308	Age 22 or over	£23,810
Age 21	£22,308	Age 21	£23,810
Age 18-20	£16,770	Age 18-20	£19,500
Under 18	£12,480	Under 18	£14,723
Apprentice	£12,480	Apprentice	£14,723

We recommend paying at least £16k, this is to attract and retain quality apprentices



# Junior Marketing Training

## APPRENTICESHIP

12 months of specialist marketing training

Contract lasts the duration of the apprenticeship

Grads and non-grads can enrol

CIM training embedded in the apprenticeship

VS



## NON-APPRENTICE

Only internal training

Contracts vary

Grads and non-grads

Commercial CIM training can be costly

### Employer Eligibility Checklist:

- ✓ Offer a contract for a minimum of 15 months
- ✓ Ensure the role is marketing-orientated
- ✓ Provide time for the apprentice to attend training with us and have time at work to complete their training tasks



# How We Will 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 will 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.<sup>5</sup> 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.



# Our Apprenticeships



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

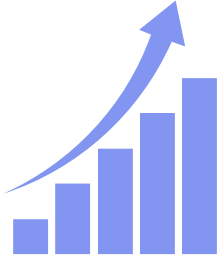
Apprenticeships infused with industry accredited qualifications

Apprenticeship typically has the compulsory qualifications

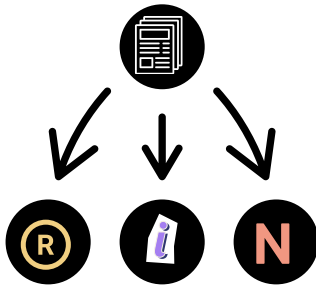
Robust curriculum of auxiliary modules related to specialisms, tools, and channels

Curriculums built to deliver expected value as stated by standards

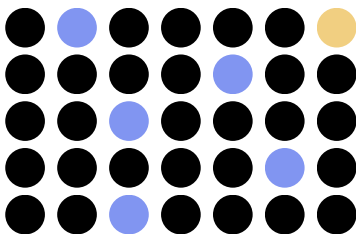
# From Concept to Apprenticeship Start



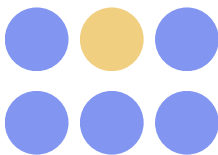
If you're looking to support company growth or address skill and productivity gaps in your team, an apprenticeship could be a solution.



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 vetted by TMT, then shortlisted for an interview with yourselves



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

# The Apprenticeship Journey

1



## Assessity

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

2



## Onboarding

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

3



## Apprenticeship

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

4



## Gateway

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

5



## Progression

Grade is awarded:  
Progress onto another course or become alumni

# 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 may be eligible for 100% funding from the government if you hire:

- A 16 to 18 year old;
- 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.
- Or 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



# GROW YOUR BUSINESS WITH APPRENTICESHIPS TODAY!

The Marketing Trainer

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