

A REVOLUTION IN MARKETING APPRENTICESHIPS



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%

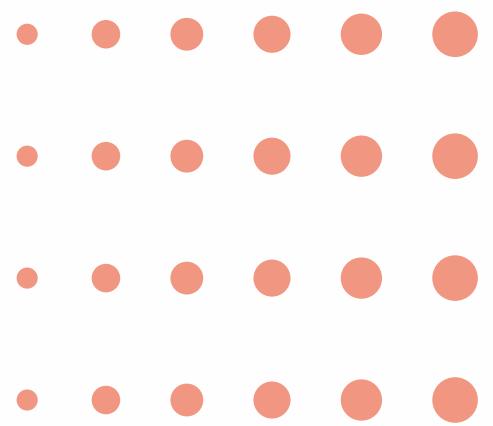
of employers who prefer to train internally, do so without a training plan⁴

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>

² 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

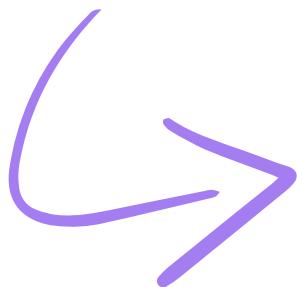
**We at The Marketing Trainer are a
Marketing Apprenticeship Training
Provider, specialising in offering only
Marketing-related courses.**



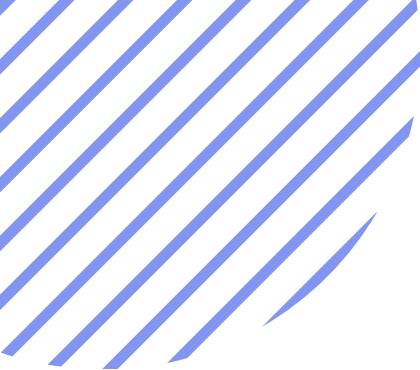
Accredited
Apprenticeship Provider

**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

Why Apprenticeships Are A Smart Play For 2026

2026 is shaping up to be a difficult year for growth. Higher wage floors, tighter budgets, rising hiring costs, and slowing consumer confidence mean one thing: businesses will need to do more with less.

Junior salaries are climbing again. Recruitment fees are rising. And the gap between what companies expect from new hires and what they actually get has never been wider.

That's why more employers are shifting away from traditional junior hires and turning to marketing apprenticeships – not as a "cheap alternative," but as a strategic move to protect margins, boost output, and future-proof capability.

A marketing apprentice gives you:

- Lower salary overheads during a high-cost year
- 0% employer NI for under-25s
- Funded professional training you don't have to deliver internally
- Talent shaped around your products, customers, and channels
- A lower-risk hiring route with stronger long-term retention

In a market where every pound needs to work harder, apprenticeships offer something rare:

real capability, real savings, and real stability when your business needs it most.

What a Marketing Apprentice Could Deliver

A marketing apprentice isn't dead weight – they contribute from day one, and their capability compounds fast. Here's what a typical journey looks like:

Months 1-3 Foundations and Support

- Produce social media content, blog updates, and basic email campaigns
- Update website pages, product listings, and imagery
- Run simple analytics reports and track campaign performance
- Handle day-to-day marketing admin that frees up senior staff

Months 4–6: Independent Delivery

- Plan, schedule, and optimise multi-channel campaigns
- Build email automations, segment audiences, and improve open/click rates
- Support paid advertising setup, keyword research, and landing page tweaks
- Conduct customer research to inform targeting and messaging

Months 7–12: Driving Real Output

- Run social, email, and content campaigns end-to-end
- Analyse data trends and report insights that senior leaders can act on
- Improve SEO performance, fix underperforming pages, and boost visibility
- Manage CRM updates, pipelines, and engagement workflows

By the end of their apprenticeship, you have someone who is not just trained – but fully embedded in your brand, your systems, your customers, and your commercial goals. A junior hire rarely reaches this level of alignment.

Junior Recruitment Vs Apprentice

APPRENTICE

VS

JUNIOR

Free recruitment of the apprentice



We cover the cost of ads and filter candidates



Typical shortlist timescales of 5 - 7 working days



Every shortlisted candidate is screened



Typically 10-15% of salary cost for recruitment

Costly and time consuming adverts

Variable timescales for recruitment

Internal team may vet candidates



Junior Salary Vs Apprentice

APPRENTICE

Apprentice minimum wage can be applied

Apprentice aged 24 and under are 0% emp NI

VS

JUNIOR



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



Employee aged 20 and under are 0% emp NI

NMW for a 37.5 hour Week

You could hire a junior at around £28,000, or an apprentice from around £16,000 to £20,000 saving £8,000 on average.



April 2025	Salary	April 2026	Salary
Age 22 or over (ex Employer NI)	£23,810	Age 22 or over (ex Employer NI)	£24,785
Age 21 (ex Employer NI)	£23,810	Age 21 (ex Employer NI)	£24,785
Age 18-20	£19,500	Age 18-20	£21,158
Under 18	£14,723	Under 18	£15,600
Apprentice	£14,723+ (No Employer NI)	Apprentice	£15,600+ (No Employer NI)

* These figures are taken from Dec 2025 and are due to change in April 2026

Junior Marketing Training Vs Apprentice

APPRENTICE

VS

JUNIOR

12 months of specialist marketing training



16 month contract lasts the duration of the apprenticeship



You can hire anyone from grads to non-grads



CIM training embedded in the apprenticeship



Only internal training

Contracts vary

Grads and non-grads

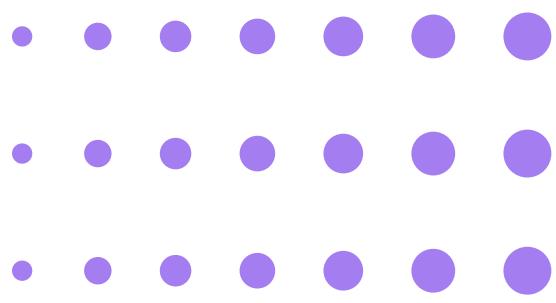
Commercial CIM training can be costly

It's a common misconception that hiring a junior brings existing skills in-house. In reality, this is often not the case. From what we've seen, apprentices can be up and running just as quickly—if not faster—thanks to structured apprenticeship training.

Employer Eligibility Checklist:

- Offer a contract for a minimum of 16 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

Recruit Train 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:

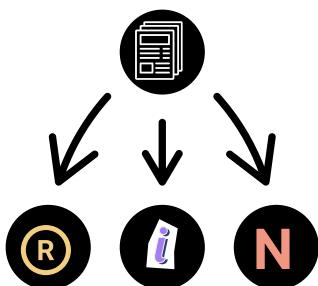
Invest in your team, and they'll invest in you. By developing a culture of continuous growth and nurturing your employees' potential, you'll inspire loyalty and commitment.



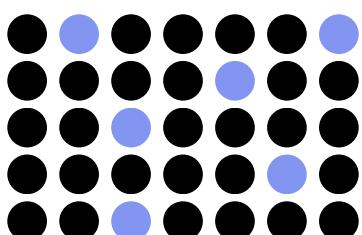
From concept, to apprenticeship start



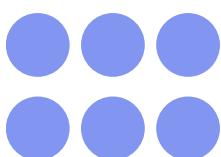
If you're looking to support company growth or address skill and labor gaps in your team, an apprenticeship could be a solution.



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.



Our Apprenticeships

We currently offer 3 Marketing-based apprenticeships.

L3

Multi-Channel Marketer

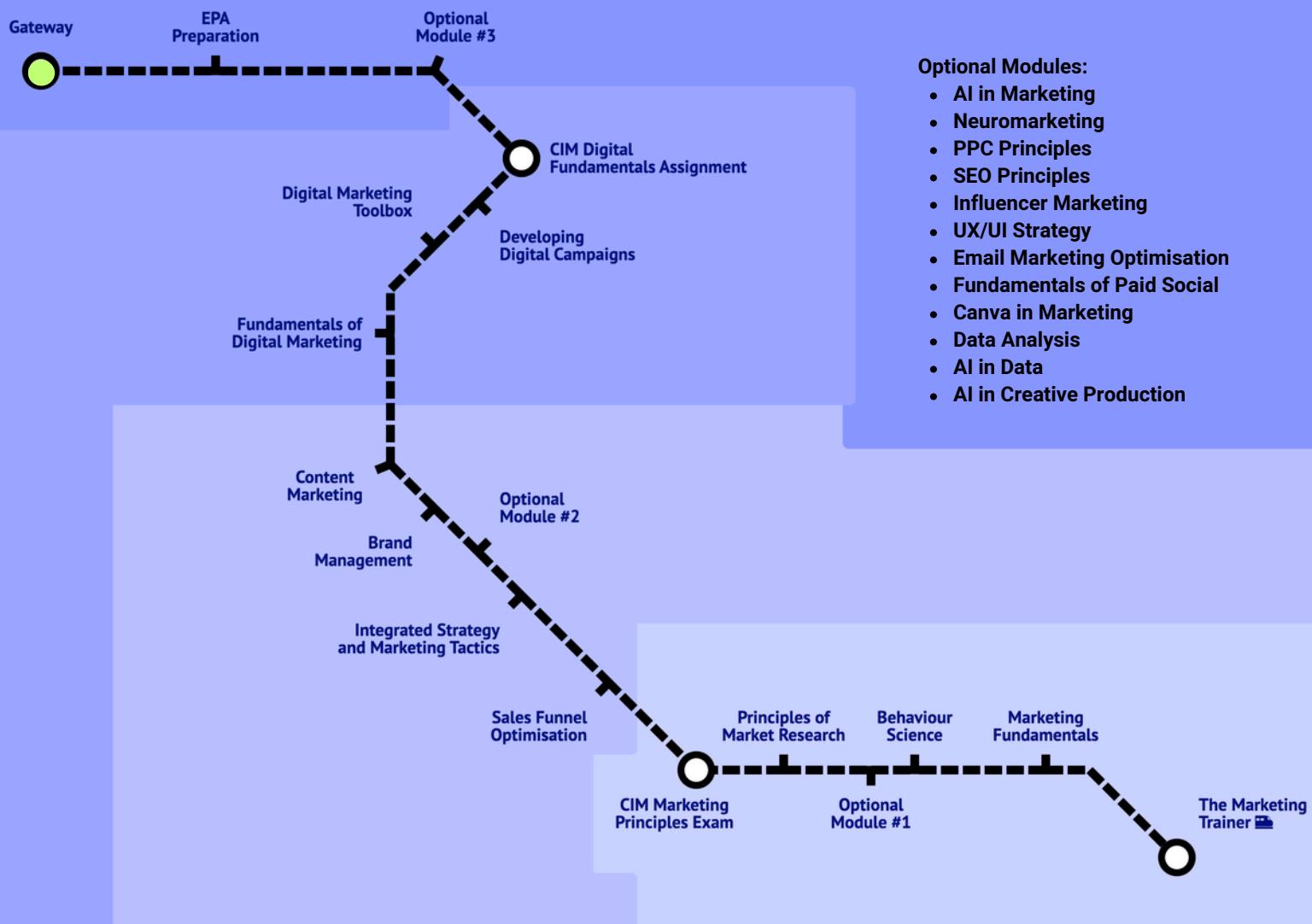
Perfect for generalist and specialist digital marketing roles. It's ideal for those new to marketing and is a springboard for level 4 qualifications.

L4

Market Research Executive

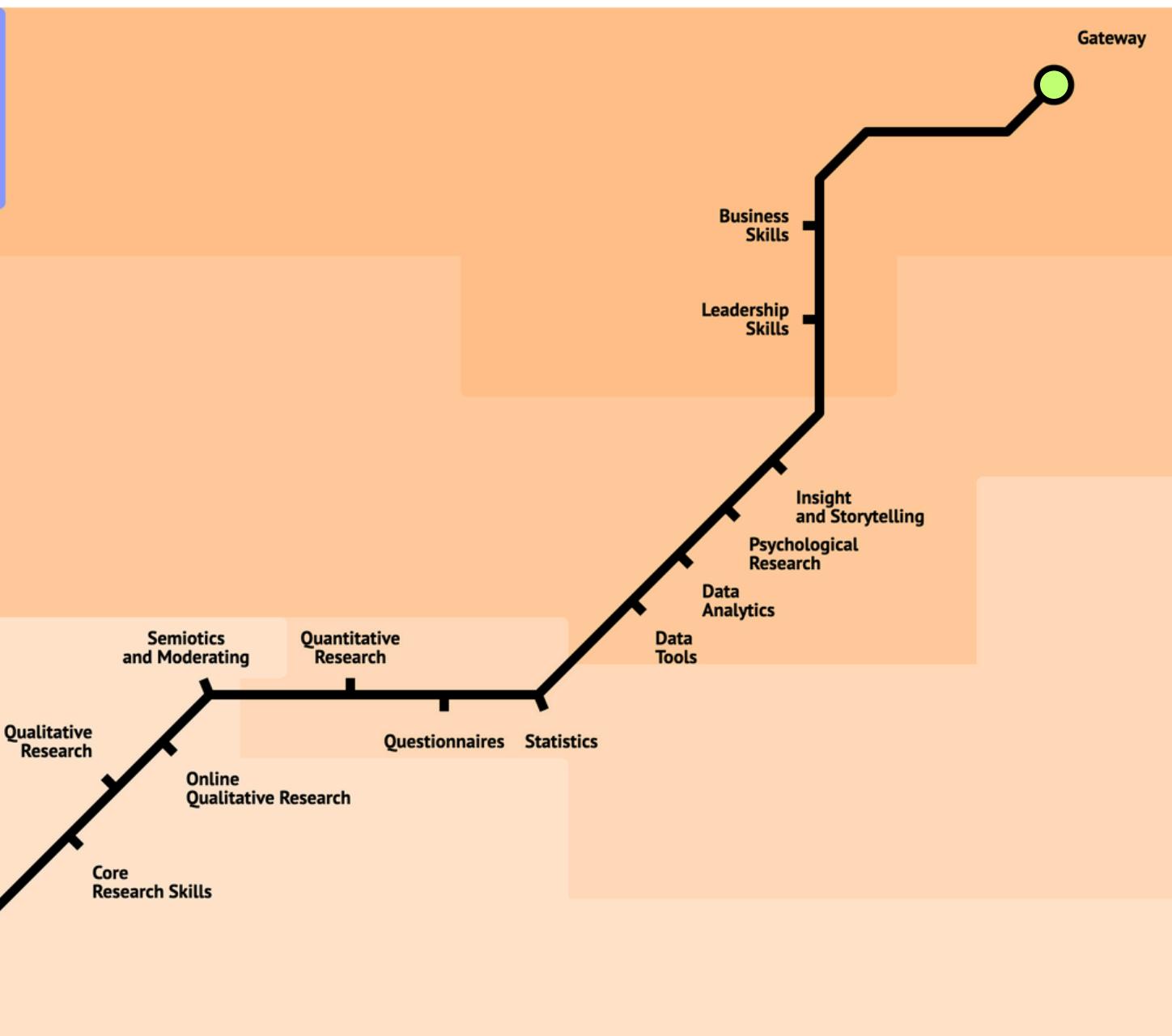
This involves working on research projects to generate data and insight, to help develop products, and contribute to business growth.

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.

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.

How Are Apprenticeships Funded?

There are typically three avenues for funding apprenticeship training.

Fully Funded

Depending on the age of the apprentice (21 and under) and the size of your business (fewer than 49 employees), the government will fully fund the training costs of the apprenticeship.

Co-Investment

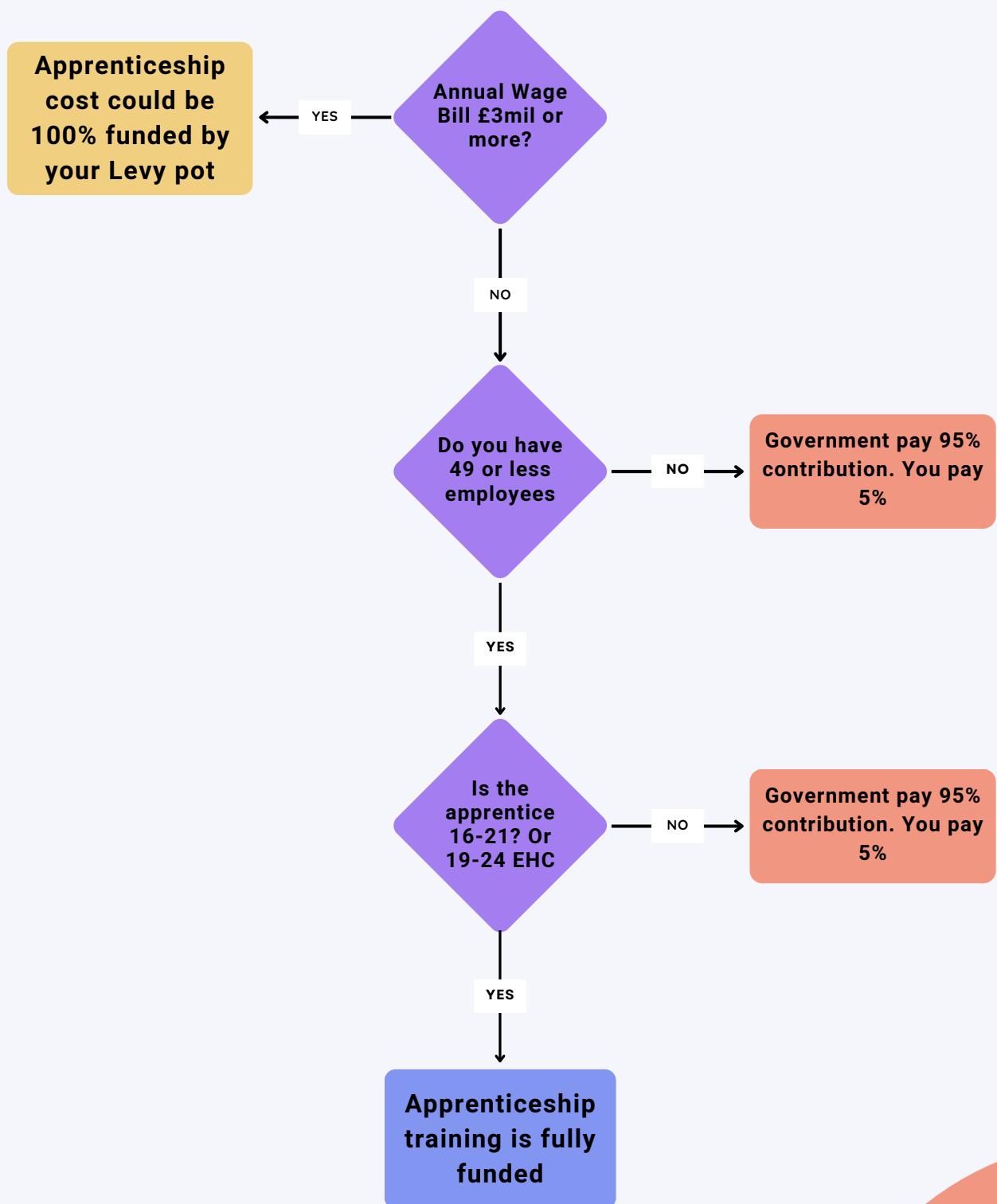
Apprenticeship co-investment is a funding model for employers with 50+ employees or hiring those who are 22 or older. You'd contribute 5% toward the training costs, while the government covers the remaining 95%.

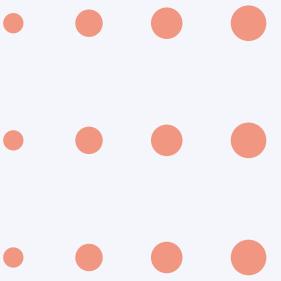
Levy Contributions

This typically applies to employers with around 100 employees or more. You're required to contribute 0.5% of your annual wage bill into a digital training account, which can be used to fund apprenticeships for new and existing staff.



Do You Need to Contribute?





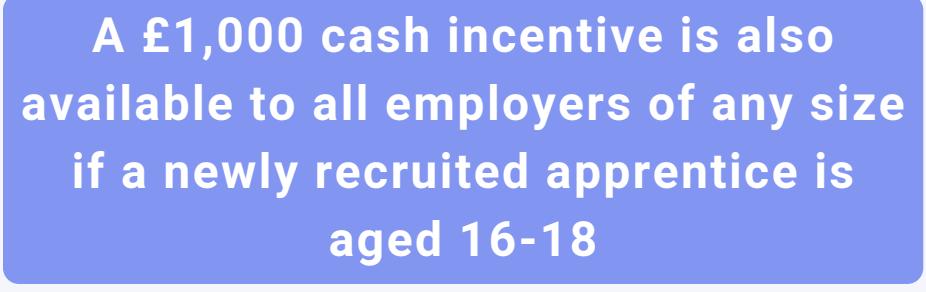
Apprenticeship Training Costs

We currently offer two marketing apprenticeship programmes. Their associated costs are detailed below. Using the flow chart on the previous page will enable you to understand how much you'll need to contribute, if anything.

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

*** Here are the simplified rules:**

- If you're a <50-employee company hiring a 16–21-year-old, you pay £0.
- If you're not levy-paying, the maximum cost is £400–£550.
- If you are levy-paying, it costs you nothing and uses money you'd lose anyway.



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

Case Study

How Prior's Hall Dental Built Real Marketing Capability Through an Apprentice

Prior's Hall Dental needed marketing support but didn't trust the usual junior hire route. CVs were unreliable, digital skills were hard to judge, and they didn't have the in-house expertise to assess candidates properly. They wanted creativity and drive—without the cost or risk of an experienced hire.

So they hired an apprentice: Joanna.

From day one, she closed the skills gap. Joanna took ownership of social content, campaigns, analytics, video, and photography—bringing structure and consistency to their marketing.

Her standout win was launching the Kaizen dental brand from scratch. With no existing audience, she built the social channels, ran the launch campaign, and produced content that organically reached 10,000+ people—driving real patient enquiries.

The results were immediate: stronger social growth, better campaigns, more enquiries, and a dependable in-house marketing function. Joanna completed her Multi-Channel Marketer apprenticeship with a Distinction and achieved her CIM Foundation Certificate.

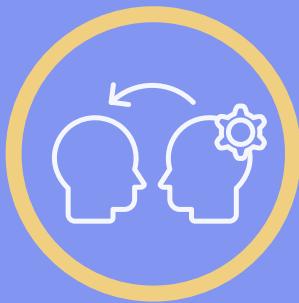
Their verdict?

"We'd absolutely take on another apprentice – it's genuinely helped shape our business."

The Apprenticeship Journey



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

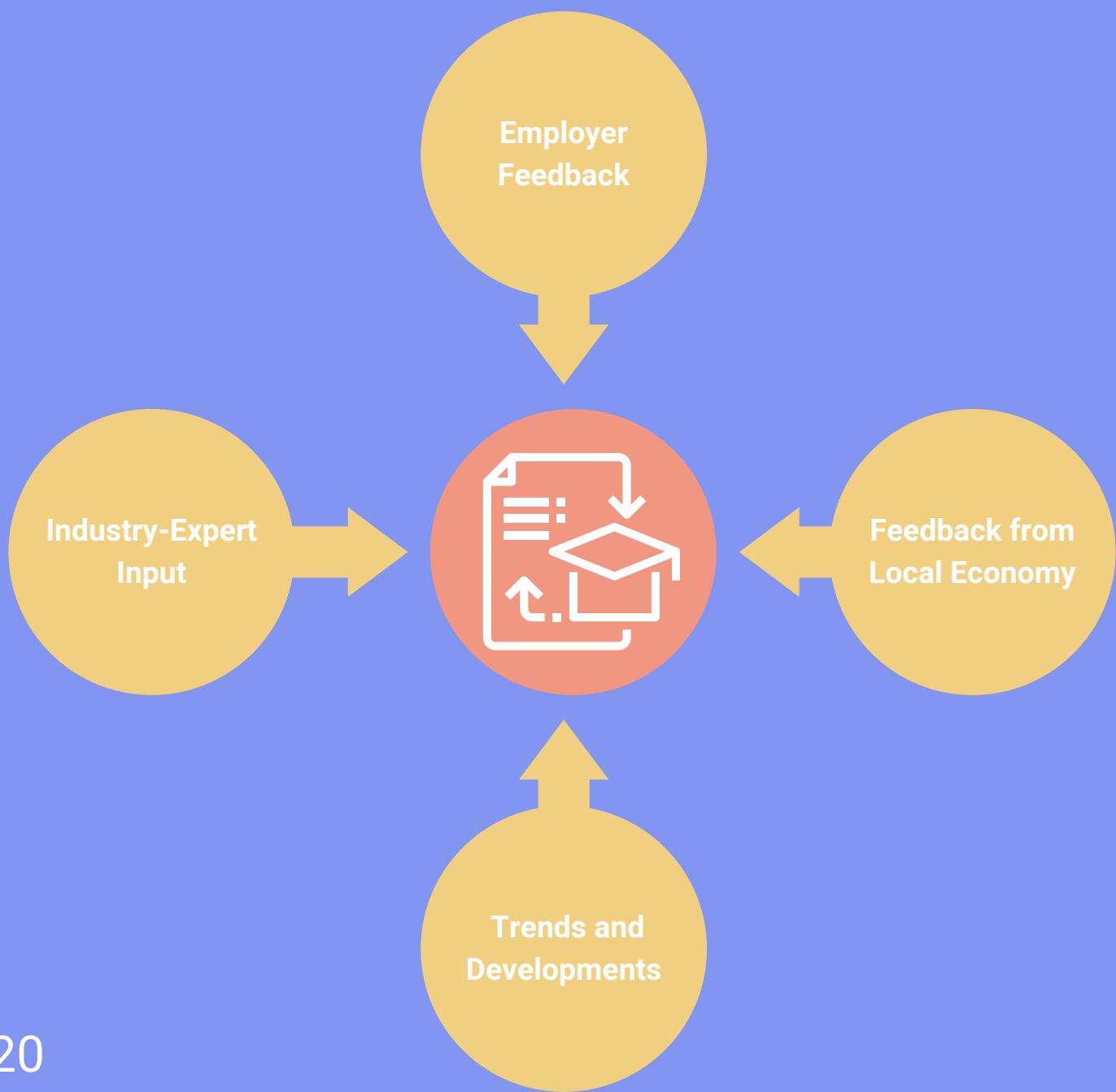
Quarterly Progress Reviews to ensure progress against the agreed training plan to maximise ROI for your company, and unleash your talent's potential.

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

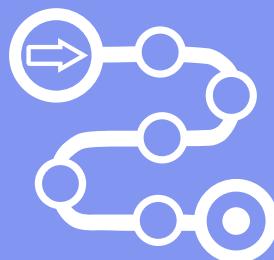
GATEWAY & EPA

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



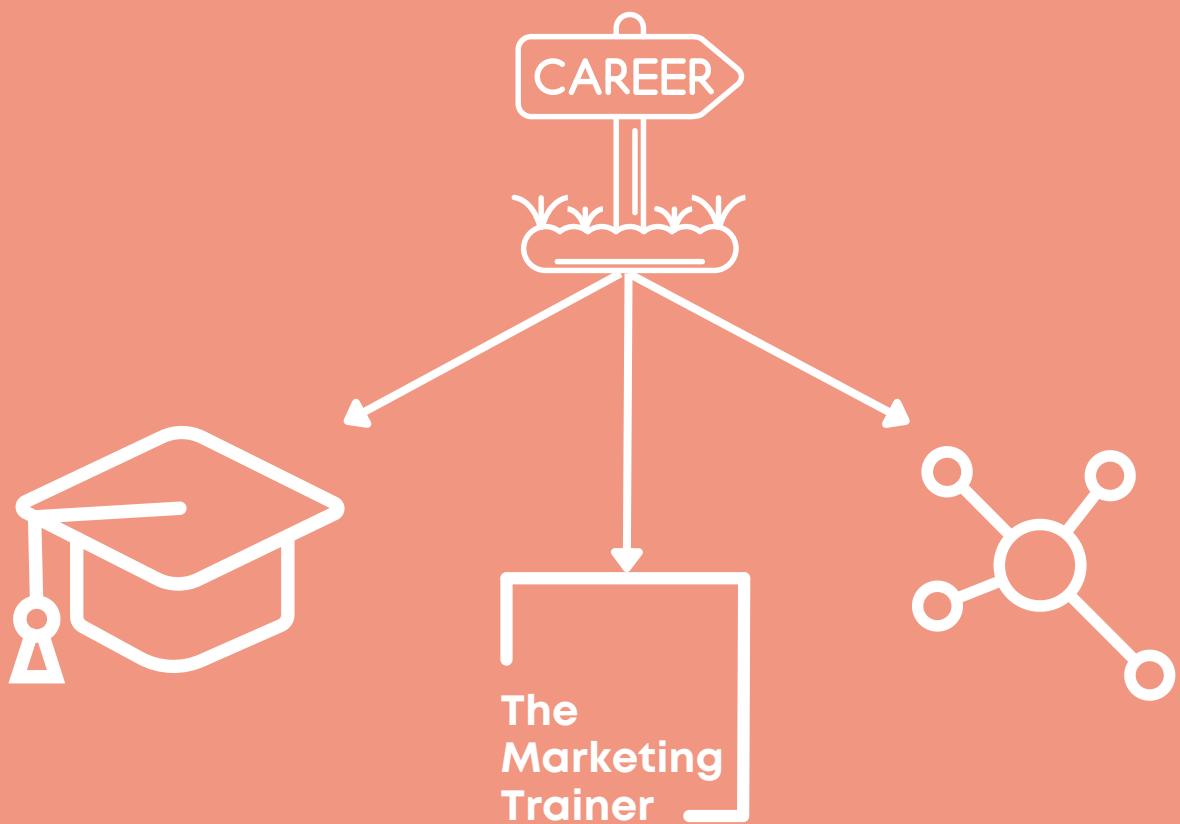
Improved Success

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



Apprenticeship FAQ

Does my apprentice have to be 16 - 18 years old?

No. Apprentices can be any age as long as they are 16 and over. We work with apprentices who recently left school, to those in their late thirties and forties. Equally, we work with university graduates and those who are looking for a career change. Our candidates are of all ages with varying experience.

What return can I realistically expect from an apprentice compared to a junior?

A junior requires training, often lacks practical skills, and may move on after 12–18 months. An apprentice comes with structured training, coaching, and qualification-driven development – and stays longer, reducing churn costs.

How do I manage an apprentice?

Any new member of your team, whether junior or senior, needs induction and a period of adjustment for their role, and importantly, to learn about the business. An apprentice, like anyone early in their career, requires guidance. But don't worry, your apprentice will also have a designated Coach throughout the duration of their apprenticeship!

What if something goes wrong and I have to let them go?

You're not locked into any contract that forces you to keep an apprentice until they finish their qualification. Sometimes things change, performance dips, or circumstances shift – it happens. If you need to let an apprentice go, you follow your normal HR process and standard employment law, exactly as you would with any other employee.



GROW YOUR BUSINESS WITH APPRENTICESHIPS TODAY!

The Marketing Trainer

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