



Marketing and
PR Apprenticeships:
Help your team
develop the skills to
grow your business



Education & Skills
Funding Agency



INSTITUTE FOR
APPRENTICESHIPS

Marketing and PR Apprenticeships: Developing the next generation of talent

Apprenticeships are transforming the way we learn. Forward thinking employers are ensuring their teams develop the skills to thrive in the modern business world. A marketing or PR apprenticeship combines on the job experience with professional knowledge and training to meet the approved national standard.



“Marketing and PR apprenticeships offer new opportunities. With our extensive expertise, Cambridge Marketing College is ideally placed to support apprentices who have the drive and determination to thrive in a professional, corporate and entrepreneurial environments.”

KIRAN KAPUR, CEO
CAMBRIDGE MARKETING
COLLEGE

How does a marketing or PR apprenticeship work?

With a marketing or PR apprenticeship your employees can earn while they learn. They will gain valuable skills and knowledge in a specific job role. Their apprenticeship combines technical knowledge with practical experience, to ensure they have the skills they need not just for their current job but also for their future career.

Who can be a marketing or PR apprentice?

Anyone with ambition and drive can take a marketing or PR apprenticeship at any stage of their career. There is no age limit. Apprenticeships are suitable for new recruits and your current employees who want to move into a marketing role.

What are my responsibilities as an employer?

An apprenticeship is a partnership between the employer and the employee. It is essential that you support your apprentices with mentoring and time to study. You will also need to ensure their role and responsibilities within your organisation align with their apprenticeship.

What does a marketing or PR apprenticeship involve?

Each apprenticeship standard covers core study units focused on the fundamental behaviour, skills, knowledge and responsibilities of marketing and PR within the organisation. You can tailor the apprenticeship learning to meet your industry's key business challenges. Every apprentice is assessed by an independent End Point Assessor.

7 ways marketing and PR apprenticeships can benefit you as an employer

1

Give your new and existing employees the skills needed to grow your business

2

Help you recruit and retain talent and expertise in an increasingly competitive market

3

Reduce staff turnover and recruitment costs

4

Provide a recognised pathway for your current team to develop their careers with you

Businesses and organisations of all sizes and across all industry sectors gain significant benefits by providing high quality apprenticeships.

7

Establish your reputation as a respected and innovative employer

6

Provide a cost effective way to re-train your administrative, sales or customer service teams and help them transition to a professional marketing or PR role

5

Boost team engagement and satisfaction scores, motivation and productivity



What funding is available for apprenticeships?

Only large companies (with a pay bill of over £3 million a year) pay the government's Apprenticeship Levy.

If you pay the Levy, the government will add 10% to your National Apprenticeship Service Account. Please note that Levy funds can only remain in your Account for a maximum of 24 months (for many companies this will end in April 2019). The government can ask for this money back after 24 months. It's definitely a case of use it or lose it.

If you don't pay the Levy, you will need to pay 5-10% towards the cost of training and assessing your apprentices. You will also need to agree a payment schedule with your chosen training organisation and pay them directly for the training. The government will pay the remaining 90-95% of the cost (up to the funding band maximum) directly to the training organisation.

How do I hire an apprentice?

You can hire a marketing or PR apprentice in five easy steps.

1. Choose a suitable level of apprenticeship for your needs
2. Find a training organisation that offers the apprenticeship training at your chosen level

3. Check the funding available

4. Advertise the apprenticeship. The training organisation can do this for you. If you are offering apprenticeships to your current employees, you can advertise internally

5. Interview and select your apprentice and make an apprenticeship agreement and commitment statement with them

WWW

For more details about recruiting and funding apprenticeships visit www.gov.uk/take-on-an-apprentice



Cambridge Marketing College is approved by the Institute of Apprenticeships and is listed on the Register of Training Apprentice Providers (RoTAP).

What can Cambridge Marketing College offer your apprentices?

Level 4 Public Relations Assistant Apprenticeship

This covers building, protecting and maintaining a positive reputation for brands, organisations and individuals. Duration: 12-18 months.

Level 4 Marketing Executive Apprenticeship

This covers a broad range of marketing theory and practice. Duration: 15-21 months.

Level 6 Marketing Manager Apprenticeship

This covers marketing concepts, principles and practices at a more strategic level. Duration: 24-30 months.

In 2019: Level 3 Digital Marketing Apprenticeship

This covers the use of online and social media platforms to design, build and implement campaigns and drive customer sales. Duration: 15-21 months.





If you have any questions please email:
charlotte@marketingcollege.com
www.marketingcollege.com/apprenticeships

