



# MARKETING MANAGER

Level 6 Apprenticeship

## BUILD LEADERSHIP FROM WITHIN

Improve your marketing performance and develop the leadership skills that your organisation needs to step ahead of the competition.

Our Level 6 Degree-Equivalent training delivers real impact for your goals by training creative and strategic thinking.

**80%**  
DISTINCTION RATE  
across all standards

**MODULAR TRAINING**  
flexible for your business

**FULLY FUNDED**  
up to 9K

**WORK-BASED LEARNING**  
staff progression

### DOES THIS SOUND LIKE YOUR BUSINESS?

- You have a marketing exec ready for more responsibility.
- You want to build internal leadership capabilities.
- You need stronger campaign performance.
- You want improved measurable impact from your team.
- You're hiring externally but struggling to find talent.
- You can't find the right course to up skill your staff.
- You need marketing activities to link more clearly with business objectives.
- You are planning for growth and need stronger marketing direction.
- You want to reduce reliance on external consultants or agencies.

### Your Marketing Now → Our Training Benefits → The Business Outcome

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| Campaign under performing                | Strategic marketing planning                       | Improved ROI, audience targeting and relevant engagement metrics           |
| Data isn't informing decisions           | Marketing analytics & performance measurement      | Data-led decisions and improved reporting confidence                       |
| Low creative to commercial alignment     | Multi channel campaign understanding and delivery  | Integrated campaigns across digital and traditional communication channels |
| Junior team with no strategic leadership | Project & people management skills                 | Increased team productivity, morale and stakeholder trust                  |
| Budget inefficiency                      | Financial planning & effective resource allocation | Smarter spend with measurable efficiency                                   |



**GET STARTED**  
Book a call with our Business Development team

**SEE THE BENEFIT**  
We can map the training to your business needs