

LEVEL 4 MARKETING EXECUTIVE APPRENTICESHIP



The Level 4 Marketing Executive Apprenticeship at Liverpool Hope University provides a blend of academic excellence and practical training to upskill your workforce.

Elevate your team's potential with our Level 4 Marketing Executive Apprenticeship, designed to bridge the gap between creative and commercial impact.

Whether you are training up a new staff member, expanding your team or upskilling your current workforce, this marketing apprenticeship is for you!

Benefits of supporting an apprentice:



Grow your own talent



Address skills gaps



High-quality, work-ready graduates



Cost-effective workforce development

Who can become an apprentice?

Anyone over the age of 18 years old. This includes:

- School leavers looking for employment opportunities
- Existing employees wanting to upskill, take on a new role, or further development.
- Career changers that bring transferable skills and a new perspective to your business.

You can check **entry criteria** on our website.

Essential information

Job Title: Marketing Apprentice, Marketing Executive, Marketing Officer, Marketing Specialist, Communications Executive

Qualification: Level 4 Marketing Executive

Course Fee: Maximum funding £6,000

Course length: 15 months

Delivery: Online, 1 day a week

Assessments: A range including coursework, practice-based learning, presentations, case studies and written assignments



Scan the QR code to find out more



What are your commitments as an employer?

Pay your apprentice a fair salary

Agree to support the apprentice for the full duration of the course

Ensure your course fees funding has been secured

Allocate a Workplace Mentor

Provide an appropriate job role for your apprentice with enough marketing responsibilities

Provide enough time and experiences for the apprentice to complete their off-the-job hours.

78% of employers say apprenticeships helped improve productivity*

Funding Apprenticeships

Grow your team, keep your Capital

Small Employers

- **You pay a £25 monthly** contribution, the government pays the rest.
- If your apprentice is under 25 years old, **100% of course fees are government funded.**

Large Employers

- **100% course fees funded** from your levy pot.
- After 12 months your levy funding expires, so **use it or lose it.**

Other Incentives....

- **National Insurance break!**
No Employer Class 1 National Insurance contributions for apprentices under the age of 25.
- **£1000 incentive payment**
For apprentices aged 16-18 or 19-24 who have been in care or have a EHC plan.

For more information or to begin your apprenticeship journey please contact:

Email: apprenticeships@hope.ac.uk

Tel: 0151 291 2281

Website: www.hope.ac.uk/apprenticeships



*Department for Education, Apprenticeship Survey: Employer Evaluation



Apprenticeships
AT LIVERPOOL HOPE UNIVERSITY

Shape, Build, Invest.