



## APPRENTICE IN

# Marketing



In this team, everything is built around understanding. Because to retain current customers and attract new ones, you have to understand the problems they're looking to solve, the markets they operate in, and know exactly what they need to achieve their goals. This is the kind of vital insight you'll help provide as our Apprentice in Marketing.

No matter if you're a school-leaver, career-changer, or simply looking to grow your skills, this apprenticeship will give you hands-on experience, respected academic qualifications, and the chance to land a permanent role with an organisation protecting the UK's interests all around the world. So if you're ready to discover all kinds of opportunities – for us, and for yourself – then one thing is clear: your future just got bigger.

### YOUR PROGRAMME

You'll split your time between our Strategic Marketing and Customer Experience teams, giving you a well-rounded experience of our government-level customers and their environments. Along the way, you'll pick up lots of different skills such as market, product and customer research; gathering, interpreting and presenting data; and sector segmentation and positioning.

### KEY FACTS

- Level 4 apprenticeship
- Based at Hanslope Park, Milton Keynes
- Starting salary: £16,979 plus £1,750 location allowance
- Salary upon qualification could be in the region of £24,000
- 22-month programme – with a potential career at the end
- Combination of practical work and study
- Practical work will be split equally between Strategic Marketing and Customer Experience
- Studying for a Chartered Institute of Marketing qualification
- Applicants need:
  - Min. two GCSEs (or equivalent, e.g. O Levels) at grade 9-4 (A\*-C) in Maths and English
  - A genuine interest in marketing and customer experience
  - British citizenship, having lived in the UK for the last three years before the first day of the apprenticeship
  - To be at least 16 years old by mid June 2021.
- Candidates will need to undergo Security Check (SC) clearance before joining



You'll then take these newfound skills and work with a number of teams around FCDO Services, providing insight and feedback that helps us to win new business or strengthen our current customer offering. Alongside all this practical experience, you'll study for your Chartered Institute of Marketing qualification, with various modules to complete, including:

- Knowledge (on programme learning taught via webinar/class):
  - Marketing concepts and theories
  - Business understanding and commercial awareness
  - Market research
  - Products and channels
- Skills (workplace competencies to be evidenced):
  - Marketing campaigns
  - Interpersonal and communications skills
  - Service delivery
  - Budget management
  - Evaluation and analysis

## COMPLETING YOUR APPRENTICESHIP - AND BEYOND

If you successfully complete the apprenticeship, you'll gain a Chartered Institute of Marketing qualification. But where to next?

Well, you'll have a whole range of options to make your future bigger. We'll do our best to find you a permanent role with us, and your most likely starting point is a role within one of the teams you've worked with, whether that's Strategic Marketing or Customer Experience. From there, you'll be able to explore your interests, develop your skills further and set your sights on realising your ambitions.



It takes a diverse team to protect a diverse world.

