

Marketing Apprenticeship Structure



| Overview

Looking to start your Marketing career with a company that is a technology leader with a strong brand reputation?

The Marketing team at Yamazaki Mazak Europe has created an exciting Apprenticeship programme that will allow the right person to develop into a highly experienced Marketing Assistant within 3 years.

Based at the European head office in Worcester, you will be joining our Marketing team to support all the promotional activities in the UK and throughout Europe. You'll be working on events such as European exhibitions and open houses, digital marketing projects to include social media and websites, internal communications and sales support materials, and much more.

You'll be working on exciting and interesting projects where you will develop a wide variety of marketing skills supported by a fantastic team to help you grow your business experience.

As well as developing a range of practical business skills, you will study towards your Level 3 Marketing Assistant Apprenticeship, with the option of taking the CIM Level 3 Foundation Certificate in Professional Marketing.

Here are some of the experience and skills you will pick up during your apprenticeship:

- A thorough understanding of our Marketing function
- Hands-on experience of planning and supporting events
- Creating and executing marketing plans
- Rolling out internal communications
- Keeping sales materials updated
- Developing your product knowledge
- Writing copy for the website and promotional campaigns
- Designing and editing graphics and marketing materials
- Updating and managing social media channels
- Marketing administration, managing reports and budgets
- Supporting our website and digital marketing function
- Planning and managing photography and video shoots
- Work with external agencies to achieve project deadlines
- Attending and supporting Marketing and industry events

The successful candidate will be:

- Due to complete or already completed A Levels in Business Studies
- Willing to study towards CIM Level 3 Foundation Certificate in Professional Marketing and beyond

Required Skills:

- GCSE requirements: Grade 5 or above in English and Maths
- Positive attitude with a strong desire to deliver your best work
- Excellent verbal and written communication skills