

Why Work in... Sales, Marketing and Procurement

A solution for your training needs and career progression

SECTOR OVERVIEW

Every organisation relies on sales, marketing and procurement to maximise turnover and profitability, through building brand awareness.

KEY POINTS

- Learn the theory side of your business sector
- Work directly with industry professionals
- Learn the practical side of the role



**EARN WHILE YOU
LEARN**



**GAIN A
NATIONALLY
RECOGNISED
QUALIFICATION**

APPRENTICESHIP STANDARDS



There are over 40 different apprenticeship standards ranging from Level 2 to 6. Apprenticeship titles include:

- Customer Service Practitioner
- Junior Estate Agent
- Retailer
- Housing and Property Management
- Fundraiser
- Multi-Channel Marketer
- Travel Consultant
- Marketing Manager

PERSONAL ATTRIBUTES



Each employer will have different requirements, depending on the level of apprenticeship on offer.

General skills and attributes required include:

- English and maths GCSE at Grade 4 (C)
- Communication skills
- Team working
- Creative thinking
- Customer service

BENEFITS



Security

1

People will always need to buy goods, and companies will always need to sell them. Whilst the transaction methods are changing, competition is growing so brands need to stand out from the crowd.

Variety

2

You could work for a small organisation or a multi-national; a fashion retailer to a furniture maker; estate agency to a charity.

Career Progression

3

You could climb the ranks from Advertising and Media Executive to Marketing Manager or Retail Team Leader to Assistant Buyer and Assistant Merchandiser. Your skills and experiences will help shape the path you take.

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