

Marketing

*Partnering with Employers. Building Capability.
Delivering Results.*



76%
Achievement
Rate
2024-2025



A Word from Our CEO

“We’re passionate about developing creative, confident marketers who help businesses stand out and grow. Our Marketing Apprenticeship programmes combine practical experience with up-to-date digital and strategic skills, empowering individuals to deliver real impact. Working alongside employers, we’re proud to support the next generation of marketing talent - professionals who bring innovation, insight, and measurable results.”

Natalie Cahill, Chief Executive, Fareport Training

Why choose Fareport Training?

At Fareport Training, we’re passionate about creating opportunities that inspire growth and long-term success. Our learner-focused approach ensures every programme builds the confidence, skills, and experience needed to thrive in the modern workplace. For employers, we’re a trusted partner - helping to develop motivated, capable teams that drive business performance and future success.



- ✓ Industry-Recognised Training
- ✓ Flexible Learning
- ✓ Expert Trainers & Assessors
- ✓ Government-Funded Options





Apprenticeships

What are Apprenticeships?

An Apprenticeship is a structured training programme that combines practical, on-the-job experience with off-the-job learning to develop the knowledge, skills, and behaviours employees need to excel in their roles. Apprentices work while they learn, gaining industry-recognised qualifications that enhance their performance and contribute to business success. For employers, Apprenticeships are a powerful way to build a skilled, motivated workforce, nurture future leaders, and address skills gaps within the organisation.



How they work

Marketing Apprenticeships are a partnership between the employer, the apprentice, and Fareport Training. Learners gain hands-on experience in real life settings, supported by dedicated off-the-job training that builds knowledge and confidence. Guided by their line manager and a Fareport trainer, apprentices receive ongoing support and regular reviews to ensure progress, practical application, and successful completion of their qualification.

Delivery models for Apprenticeships



Classroom Training



1:1 Session



Webinars



Group Discussion



Exam Prep



Online Guided Study Tasks



Online Portfolio



Self Study Workbooks





Inspiring creative professionals who drive brand growth and engagement

The benefits for employers:

- **Develop a Skilled Workforce** - Apprentices gain practical, industry-relevant marketing experience tailored to your organisation.
- **Boost Brand Performance** – Skilled marketers enhance communication, audience engagement, and campaign effectiveness.
- **Encourage Innovation** – Fresh ideas and digital fluency bring new energy to your brand strategy.
- **Address Skills Gaps** – Build in-house expertise in digital, content, and multi-channel marketing.
- **Cost-Effective Development** – Apprenticeships offer a funded, affordable way to grow your marketing team.
- **Build Future Leaders** – Higher-level programmes prepare employees for strategic and management roles in marketing and communications.

Our Apprenticeship Programmes

- ✓ **Event Assistant Level 3**
- ✓ **Fundraiser Level 3**
- ✓ **Multi-Channel Marketer Level 3**



Event Assistant

Level 3

18 months + EPA

Overview

The Event Assistant Apprenticeship provides an excellent opportunity for individuals interested in starting a career in the events industry. Events can range from meetings, trade shows and exhibitions to outdoor activities and corporate events. This programme is suitable for organisations looking to develop a team of event professionals and is ideal for those starting out in an entry-level role.

Training Requirements

Candidates should already be working in a project or event-related role, with the opportunity to develop and apply event planning skills within their current job. Employers may also set additional entry requirements.



Course Page

What's Received

- ✓ Event Assistant Standard Level 3



Topics Covered

- ✓ Event Budgeting
- ✓ Time Management
- ✓ Communication
- ✓ Commercial Awareness



Fundraiser

Level 3

14 months + EPA

Overview

The Fundraiser qualification is suitable for those in junior fundraising positions within charitable or not-for-profit organisations looking to progress their career in fundraising. Fundraising comprises a broad range of roles, including philanthropy and major gifts, corporate partnerships, direct marketing, individual giving, fundraising events, community fundraising and legacies.

Training Requirements

The Fundraiser qualification is designed for individuals in junior fundraising roles within charitable or not-for-profit organisations who are looking to develop their skills and progress their career in fundraising



Course Page

What's Received

- ✓ Fundraiser Level 3 Standard



Topics Covered

- ✓ Fundraising Plan
- ✓ Time Management
- ✓ Codes of Practice
- ✓ Fundraising Methods



Multi-Channel Marketer

Level 3

13 months + EPA

Overview

Multi-Channel Marketers typically work within a marketing team or agency, delivering marketing activities that support business growth. They may work for an organisation promoting its own products and services or within an agency providing marketing support and solutions to external clients.

Training Requirements

Candidates should already be working within a marketing role with direct opportunity to develop and apply digital marketing skills within their job role. Employers may also provide additional entry criteria.



Course Page

What's Received

- ✓ **Multi-channel Marketer Standard Level 3**



Topics Covered

- ✓ **The importance of competitor analysis and how to undertake it.**
- ✓ **What a marketing plan is, how it is built and its purpose.**
- ✓ **Marketing theory, concepts and basic principles**
- ✓ **The business' structure, vision, priorities**



Our Trainers

We know that communication is key, which is why we've developed an experienced team dedicated to supporting you throughout you and your apprentices programme journey. Our Marketing trainers are industry professionals with a wealth of experience across digital, creative, and strategic marketing. They understand how to align their training with your organisation's goals, values, and brand identity.

Ongoing **Continuing Professional Development (CPD)** ensures our trainers stay current with the latest marketing trends, tools, and best practices — enabling them to deliver dynamic, relevant, and results-driven learning experiences that inspire creativity and measurable success.



**Jemma
Bradshaw**



**Amanda
McCombie**





Partner with Fareport Training

Whether you're an employer looking to grow your team or an individual ready to take the next step in your career, we're here to help. Get in touch with Fareport Training to find the right apprenticeship, funding option, or support for your goals.



Let's Talk about the training and skills you need for your business. Our team is ready to help you find the best apprenticeship route for your employees, new and existing.

Contact us today  hello@fareport.co.uk



SCAN ME

 Head Office Fareport Training, Bath Lane, Fareham, Hampshire

