
Appendix A

WORK PROCESS SCHEDULE

AND

RELATED INSTRUCTION OUTLINE



Appendix A

WORK PROCESS SCHEDULE MARKETING COORDINATOR

O*NET-SOC CODE: 27-3031.00 RAPIDS CODE: 3035

This schedule is attached to and a part of these Standards for the above identified occupation.
On the Job Learning Description:

1. APPRENTICESHIP APPROACH

Time-based Competency-based Hybrid

2. TERM OF APPRENTICESHIP

The term of the occupation shall be defined by the attainment of all competencies of the position, which would be reasonably expected to occur within 2 to 3 years of OJL, supplemented by 175 hours of related instruction during the apprenticeship. The sponsor may recognize prior-learning achievements or demonstration of competencies to account for related instruction or OJL hours.

3. RATIO OF APPRENTICES TO JOURNEYWORKERS

The apprentice to journeyworker ratio is: 1 Apprentice to 1 Journeyworker.

4. APPRENTICE WAGE SCHEDULE

Apprentices shall be paid a progressively increasing schedule of wages. Apprentices' starting wage should be a minimum of \$15.87 per hour. The journeyworker wage is \$17.83 per hour, which is to be paid to the apprentice after completion of the apprenticeship. The starting wage and journeyworker wage may be adjusted to accommodate each employer and shall be uploaded into the Rapids database. This wage scale is specifically for Denver, CO, and may vary based on minimum wage laws in different geographic locations, which will be indicated on Appendix D.

Term 2022:

1st Period	Starting Wage (0-18 months)
\$15.87/hr.	
2nd Period	On level (18-36 months)
\$16.83/hr.	
Completion	Full Competency
\$17.83/hr.	

5. PROBATIONARY PERIOD



Every applicant selected for apprenticeship will serve a probationary period of 500 hours or one year, whichever is shorter.

6. SELECTION PROCEDURES

Please see page A-19



WORK PROCESS SCHEDULE
MARKETING COORDINATOR
O*NET-SOC CODE: 27-3031.00 RAPIDS CODE: 3035

Description: Marketing Coordinators support the work of the marketing team in promoting a company's image and assisting with developing and implementing marketing strategies. They may create social media posts, research marketing trends, or organize events. Though tasks can vary considerably by the organization, typically there is a lot of writing including writing text to be shared with potential customers or clients.

On-The-Job Training: Apprentices will receive training in the various work experiences listed below. The order in which this training is given will be determined by the flow of work on the job and will not necessarily be in the order listed.

Ratings are:

- (4) Exceeds Expectations (Advanced)
- (3) Meets Expectations (Proficient)
- (2) Meets Some Expectations (Emerging)
- (1) Does Not Yet Meet Expectations (Novice)
- (0) Not applicable (No Skill)

4. Exceeds Expectations (Advanced): Consistently exceeds performance standard established for the time in position. Achieves results above and beyond what is required. Extends themselves in their roles to exceed personally and as a team to achieve exceptional results.

3. Meets Expectations (Proficient): Employee meets all expectations in a fully satisfactory way and is proficient in the outlined competencies.

2. Meets Some Expectations (Emerging): Meets the performance standards established for time in position. Handles routine tasks & some unexpected situations with the usual amount of supervision. Can continue to develop with coaching, training or more experience to gain proficiency.

1. Does Not Yet Meet Expectations (Novice): Occasionally meets some of the objectives related to this goal but does not meet others in a fully satisfactory way. This performance level generally indicates the need for additional coaching, training, or other plan for performance improvements.

0. Not Applicable (No Skill): Training in this competency has not yet begun.

Apprentices need to receive a “3” or better in each competency in order to complete the apprenticeship.



Apprentice Competency Evaluation

Core Competencies	Required for this company (Yes/No)	Rating	Supervisor Sign-off	Date
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Professional Communication

Communicates clearly, concisely, and appropriately given the audience and the task.

- Uses proper spelling, grammar, and tone in communications.
- Communicates appropriately for the audience.
- Responds to communication in a timely manner.
- Identifies appropriate communication channel given the task and audience.
- Identifies different roles, channels (ex. digital, social, traditional), and functions within the marketing team in order to facilitate communication among departments or colleagues.
- Uses industry-, brand-, or campaign-specific language in communication.
- Applies feedback to improve future communication.
- Consistently uses appropriate communication channel given the task and audience.
- Applies appropriate brand voice in all communications.
- Applies industry-specific nuances in communication.
- Tailors communication, including jargon and acronyms, to the specific audience, internal or external.



<p>Integrated Marketing Fundamentals <i>Applies core integrated marketing principles to perform essential job functions.</i></p> <ul style="list-style-type: none">● Demonstrates knowledge of marketing ecosystem, including analytics, strategy, creative, and budget.● Brainstorms ideas with supervisor using knowledge of marketing’s organizational structure and goals.● Applies knowledge of marketing ecosystem, including analytics, strategy, creative, and budget.● Independently develops ideas using knowledge of marketing’s organizational structure and goals.● Articulates rationale for proposed decisions.● Demonstrates knowledge of core marketing principles across relevant channels.● Uses knowledge of the marketing ecosystem to develop rationale for decisions and professionally articulates that rationale when appropriate.● Applies core marketing principles across relevant channels.				
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<p>Project Management <i>Consistently executes project deliverables on a timeline.</i></p> <ul style="list-style-type: none">• Articulates project goals and constraints.• Completes tasks accurately and on time with a high level of detail orientation.• Uses project management tools and resources to appropriately manage time.• Identifies priorities and ongoing needs within the team and cross departmentally.• Aligns actions to team and project goals.• Identifies obstacles in workflow and communicates about them appropriately.• Recognizes ambiguity in a project and seeks appropriate counsel within the organization.• Understands the workflow and priorities to communicate within the team and cross departmentally to achieve project goals.• Makes project decisions that benefit the larger team.• Independently manages aspects of campaigns and proactively communicates when necessary.• Identifies obstacles in workflow and offers solutions.• Makes decisions that align with departmental and organizational priorities.• Communicates appropriately with colleagues about task prioritization.• Applies knowledge of priorities and others' workflow to communicate within the team and cross departmentally to achieve project goals.				
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<p>Marketing Technology <i>Uses marketing technologies to accomplish project goals.</i></p> <ul style="list-style-type: none">● Articulates the purposes of different marketing technologies.● Performs basic functions in marketing technology platforms.● Performs more complex functions in marketing technology platforms with clear direction and supervision.● Independently identifies which platform function is needed to accomplish a given task.● Performs more complex functions in marketing technology platforms independently.				
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<p>Marketing Research and Analytics <i>Uses data to perform job functions more strategically, including planning, reporting, and targeting.</i></p> <ul style="list-style-type: none">● Accesses specific data to accomplish clearly defined requests for information.● Provides basic analytical reports, including providing a summary of the basic relationships and findings in the data.● Differentiates between quantitative and qualitative metrics and articulates when to use each.● Uses appropriate tools to gather information about the competitive landscape and segmentation of the audience within the marketplace.● Identifies inputs to calculate key marketing metrics.● Uses relevant tools to produce concise analytical reports with appropriate supervision.● Demonstrates knowledge of market segmentation and the competitive landscape.● Synthesizes findings from data and suggests areas for improvement.● Applies findings strategically within job function.● Articulates the key drivers for performance and communicates the cause and effect for each.● Applies knowledge of market segmentation and the competitive landscape with appropriate supervision.				
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<p>External Partner Research and Management <i>Appropriately interacts with external partners to meet project needs.</i></p> <ul style="list-style-type: none">● Interacts appropriately with external partners, such as influencers, sponsors, or vendors.● Coordinates logistics with external partners, such as providing creative assets or processing invoices.● Researches external partner options and compiles proposals in an appropriate format.● Evaluates external partner options given specific metrics.● Applies best practices to manage external partner logistics with supervision.● Provides recommendations based on external partner proposals and performance.● Independently manages external partner logistics given the needs of the project or organization.				
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Apprenticeship Competencies – Career Readiness

In addition to mastering all the essential technical competencies outlined in the work processes, an apprentice must consistently demonstrate growth and proficiency in the following career readiness competencies to complete the apprenticeship.

Apprentices will be evaluated in these competencies semi-annually, and the supervisor will initial and date the accomplishment of the career ready competency at each review.

Ratings are:

- (4) Exceeds Expectations (Advanced)
- (3) Meets Expectations (Proficient)
- (2) Meets Some Expectations (Emerging)
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0. Not Applicable (No Skill): Training in this competency has not yet begun.

Apprentices need to receive a “3” or better in each competency in order to complete the apprenticeship.



ENTREPRENEURIAL SKILLS	Required for this employer (yes/no)	Rating	Supervisor Sign-off	Date
<p>Critical Thinking/Problem Solving</p> <ul style="list-style-type: none"> ● Recognize that problems can be identified, and possible solutions can be generated ● Define the problem using a variety of strategies ● Make connections between information gathered and personal experiences to apply and/or test solutions 				
<p>Creativity / Innovation</p> <ul style="list-style-type: none"> ● Demonstrate curiosity, imagination and eagerness to learn more ● Build on personal experience to specify a challenging problem to investigate ● Engage in novel approaches, moves, directions, ideas and/or perspectives 				
<p>Inquiry</p> <ul style="list-style-type: none"> ● Recognize and describe cause-and-effect relationships and patterns in everyday experiences ● Investigate to form hypotheses, make observations and draw conclusions ● Test hypotheses/prototype with planned process for getting feedback 				
<p>Risk Taking</p> <ul style="list-style-type: none"> ● Demonstrate a willingness to try new things ● Demonstrate flexibility, imagination and inventiveness in taking on tasks and activities ● Innovate from failure, connect learning across domains and recognize new opportunities 				



PERSONAL SKILLS	Required for this employer (yes/no)	Rating	Supervisor Sign-off	Date
<p>Self-Management / Self Awareness</p> <ul style="list-style-type: none"> • Accurately recognize one’s own emotions, thoughts and values and how they influence behavior • Appropriately express one’s own emotions, thoughts and values and identify how they influence behavior • Assess personal strengths and limitations, with a well-grounded sense of confidence, optimism and a ‘growth mindset’ 				
<p>Self-Direction</p> <ul style="list-style-type: none"> • Recognize personal characteristics, preferences, thoughts and strengths • Pursue opportunities to engage and learn interests • Apply knowledge to set goals, make informed decisions and transfer to new contexts 				
<p>Adaptability / Flexibility</p> <ul style="list-style-type: none"> • Recognize emotional response to ideas that differ from one’s own • Regulate reactions to differing perspectives • Look for and value in different perspectives expressed by others 				
<p>Perseverance / Resilience</p> <ul style="list-style-type: none"> • Resist distractions, maintain attention, and continue the task at hand through frustration or challenges • Set goals and develop strategies to remain focused on learning goals • Focus on learning goals by employing motivation and familiar strategies for engagement and evaluate progress, making necessary changes to stay the course 				



CIVIC/INTERPERSONAL SKILLS	Required for this employer (yes/no)	Rating	Supervisor Sign-off	Date
<p>Collaboration / Teamwork</p> <ul style="list-style-type: none"> Recognize how personal actions have had a positive or negative impact on others with feedback as needed Recognize how members of a community rely on each other, considering personal contributions as applicable Follow a process identified by others to help generate ideas, negotiate roles and responsibilities, and respects consensus in decision making 				
<p>Communication</p> <ul style="list-style-type: none"> Articulate personal strengths and challenges using different forms of communication to express oneself Consider purpose, formality of context and audience, and distinct cultural norms when planning content, mode, delivery and expression Establish goals for communication and plan out steps accordingly 				
<p>Global / Cultural Awareness</p> <ul style="list-style-type: none"> Compare attitudes and beliefs as an individual to others Identify and explain multiple perspectives (cultural, global) when exploring events, ideas and issues Plan and evaluate complex solutions to global challenges that are appropriate to their contexts using multiple disciplinary perspectives (such as cultural, historical and scientific) 				



<p>Ethics</p> <ul style="list-style-type: none"> • Takes great care with organizational data • Does not disclose any kind of personal or sensitive organizational information; understands that all data is confidential • Demonstrates honesty and integrity in all interactions. If an error is made, prioritizes minimal impact to the organization over their own reputation 				
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PROFESSIONAL SKILLS	Required for this employer (yes/no)	Rating	Supervisor Sign-off	Date
<p>Task/Time Management</p> <ul style="list-style-type: none"> • Articulate task requirements and identify deadlines • Develop and utilize basic task and time-management strategies effectively • Demonstrate task-management attributes associated with producing high-quality products including the abilities to: 1) Work positively and ethically 2) Manage time and projects effectively 3) Multi-task 4) Clearly communicate with others 				
<p>Self-Advocacy</p> <ul style="list-style-type: none"> • Appropriately express a range of emotions to communicate personal ideas/needs • Ask questions to develop further personal understanding • Demonstrate confidence in sharing ideas/feelings 				
<p>Work Ethic</p> <ul style="list-style-type: none"> • Complete tasks with ongoing support • Seek clarity on tasks and needs occasional support • Demonstrate skill in assigned tasks and completes with little or no support 				



ACADEMIC SKILLS	Required for this employer (yes/no)	Rating	Supervisor Sign-off	Date
Core Academic Foundation <ul style="list-style-type: none">• Begins to use math and literacy skills to inform work• Uses math and literacy skills to perform job tasks with frequent checks by supervisor• Independently and consistently use math and literacy skills to perform tasks (with occasional checks for quality)				



**RELATED INSTRUCTION OUTLINE
MARKETING COORDINATOR**

O*NET-SOC CODE: 27-3031.00 RAPIDS CODE: TBD

Related instruction - The curriculum is defined as a variety of classes, around which the exams and projects are based. By defining the related instruction this way, all related instruction competencies required of the students are met through a combination of coursework and/or hands-on exercises. Employers will select relevant courses for related instruction in the topics outlined below, totaling **at least 144 hours** over the duration of the apprenticeship. Selection of required topics and associated training time may vary by employer and apprentice. Employer may add additional occupation specific courses as necessary over and above those specified below.

RELATED INSTRUCTION	Approximate Hours
Apprenticeship Orientation	15
Workplace Essentials	10
Employer Onboarding	45
Customer Service/Service Orientation	15
Professional/Business Communication	15
Integrated Marketing Fundamentals	15
Project Management	15
Marketing Technology	15
Marketing Research and Analytics	15
Partner Research and Management	15
TOTAL RI HOURS	175

COURSE DESCRIPTIONS

Apprenticeship Orientation (15 hours)

Introduction to career-readiness to prepare students for working in a professional environment: apprenticeship and workplace expectations with a focus on growth mindset.

Workplace Essentials (45 hours)

Skills in common computer applications, effective workplace communication, time management, and conflict resolution.

Employer Onboarding (10 hours)



Orientation training provided to new employees by the employer.

Customer Service/Service Orientation (15 hours)

Understands principles and processes for providing customer and personal services. This includes assessing customer needs, meeting quality standards for services, and keeping customers informed.

Integrated Marketing Fundamentals (15 hours)

Presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to business and the individual consumer. Building blocks of consumer marketing, demographics, and targeted marketing campaigns.

Professional/Business Communication (15 Hours)

Prepares students to use proper spelling, grammar, and tone, communicate in a timely manner to internal and external partners. Identify and operate across different roles, channels, platforms and functions. Learn to use industry/brand/campaign-specific language in communication.

Project Management (15 Hours)

Prepares students to use Project Management tools, terminology, and platforms to manage project timelines and execution. Teaches students to identify priorities and workflow obstacles, and communicate them effectively. Prepares student to coordinate and manage workflows of logistics for project deliverables, invoicing, and activations.

Marketing Technology (15 Hours)

Prepares the student to articulate the purposes of different marketing technologies and perform basic functions across platforms.

Marketing Research and Analytics (15 Hours)

Prepares students to access and research across a variety of marketing platforms. Teaches students to prepare analytical reports and accompanying narratives. Defines quantitative and qualitative methods of research and when to use appropriate tools to gather metrics.



SELECTION PROCEDURES

1. Apprenticeship opportunities are shared with students enrolled in CareerWise and its affiliated programs.
2. Interested applicants complete the application process outlined in the apprenticeship recruitment notice. All suitably qualified applicants can apply to the apprenticeship opportunity.
3. All applicants that meet the minimum qualifications will be selected for an employer interview.
4. At the time of interview, applicants will be asked the same set of questions to ensure each applicant is treated equally.
5. Applicants shall be rated and ranked based on interview scores.

If required by the employer, the top candidates may be invited for a second interview.

6. The applicants will be notified of the hiring decision in a timely manner and all applicants will be treated equally with regard to notifications.
7. All records regarding the selection of apprentices will be forwarded to and maintained by the Sponsor (see Sponsor Requirements Guide).

Direct Entry:

The Sponsor may allow direct entry applicants that are part of an employer's incumbent workforce, a qualified pre-apprenticeship program, or Job Corps graduates whose training, similarly, qualifies them for the occupation.