BRIC
APPRENTICESHIP

Marketing & Events Manager
Registered Apprenticeship Occupation Overview

Job Description:
A Marketing & Live Events Manager leads the planning, promotion, and execution of live and virtual events while overseeing integrated marketing strategies that grow audience engagement, strengthen brand visibility, and drive revenue. This role bridges creative vision with operational execution, ensuring events are delivered on time, on budget, and aligned with organizational goals.

Program Length Range: 1080-2000 hours		Apprenticeship Type: Competency-Based
O*Net Code: 11-2021.00		

Competency Check List

Foundations & Asset Management	
	Apply principles of marketing, branding, and event positioning
	Manage assets and event documentation using systems and version control tools
	Organize and maintain online/offline collateral and event materials
	Review layouts, copy, and event collateral for visual/editorial standards
	Research and apply industry trends, accessibility, inclusivity, and legal compliance
Campaign & Event Development	
	Develop integrated marketing strategies and event plans
	Coordinate with designers, writers, vendors, and cross-functional teams
	Execute campaigns and manage content/event scheduling
	Create and refine public-facing materials (ads, presentations, proposals, PR)
	Lead project/event components and direct campaign or production activities
	Facilitate interdepartmental communication and B2B or client coordination
Sales, Partnerships & Client Services	
	Build and maintain relationships with clients, vendors, and partner organizations
	Represent company at industry events and conferences
	Generate proposals, support contract negotiations, and manage execution
	Maintain and update client/partner databases
	Monitor and maintain accurate financial records for campaigns/events

	Advise clients on marketing/event options and specifications
Execution & Production Management	
	Direct campaign and event operations and production activities
	Coordinate onsite vendor, client, and talent logistics
	Monitor campaign/event flow and troubleshoot real-time issues
	Collaborate cross-functionally to ensure successful technical and physical setup
	Act as communication liaison among production staff during run-of-show or campaign rollout
	Track operational or campaign/event data to improve future activities
Tracking, Evaluation & Reporting	
	Collect, record, and analyze marketing/event data
	Track budgets, calculate ROI, and assess cost-effectiveness
	Conduct surveys, polling, and feedback collection
	Forecast outcomes and prepare strategic recommendations
	Prepare and deliver performance reports for leadership and stakeholders

RSI:

Course	**Contact Hours**
Principles of Selling & Hospitality and Marketing	55
Project Management and Business Communication	55
Specialization Option 1 or 2	55
Career Planning and Portfolio Development	55

Project & Production Manager
Registered Apprenticeship Occupation Overview

Job Description:

A Project & Production Manager supports departments with the project pipeline and workflow, including but not limited to scheduling, budgeting, and progress tracking. They use industry standard software in project management settings, performs administrative duties, and assists with financial management tasks.

Program Length Range: 1080-2000 hours	Apprenticeship Type: Competency-Based
O*Net Code: 13-1082.00	

Competency Check List	
Planning, Pipelines & Workflow	
	Develop detailed project and production plans, schedules, and budgets
	Demonstrate understanding of project pipelines (pre-production, production, post-production) and workflows from ideation to completion
	Apply production planning processes, including script breakdowns, projections, and resource allocation
	Use asset tracking, file naming conventions, and storage/back-up protocols consistently
	Create briefs and documentation outlining project needs (equipment, staff, supplies, travel, accommodations)
Execution & Team Management	
	Implement project and production plans and delegate duties to team members
	Assign work schedules and coordinate activities across creative, technical, and administrative departments
	Track daily progress and ensure deliverables align with deadlines
	Facilitate meetings, communicate expectations, and resolve project or staffing issues
	Lead project logistics and production activities from planning through completion
	Foster a collaborative, inclusive team culture and manage conflict effectively
Technical Tools, Software & Documentation	
	Use production tracking and project management tools (e.g., ShotGrid, Airtable, Trello, Asana, Microsoft office) to manage workflow and communication
	Apply knowledge of standard project documentation (e.g., call sheets, production reports, Gantt charts, asset trackers)
	Input, track, and retrieve relevant production data for reporting and review

	Integrate collaborative tools (Slack, Google Workspace, Microsoft Teams, etc.) effectively for cross-department coordination
	Maintain version control and ensure accuracy across digital documentation
Budgeting & Financial Management	
	Build and manage comprehensive budgets for projects and productions
	Prepare financial documents, reports, and forecasts across project phases
	Monitor costs, compare actual vs. planned expenditures, and recommend corrective actions
	Support producers and executives in financial decision-making
Communication, Reporting & Stakeholder Management	
	Communicate effectively with stakeholders, including producers, executives, clients, and creative teams
	Prepare operational and production reports, call sheets, and other documentation
	Present updates clearly in written and verbal formats
	Act as liaison across departments, ensuring clear and consistent communication
	Manage client or leadership briefings and follow-up documentation
Risk Management & Problem Solving	
	Identify risks in project or production workflows and assess potential impacts
	Propose and implement timely solutions to resolve challenges
	Troubleshoot real-time issues during production or execution phases
	Conduct post-mortems and integrate lessons learned into future projects

RSI:

Course	**Contact Hours**
Project Management	33
Scheduling and Budgeting	55
Specialization Option 1 or 2	55
Career Planning and Portfolio Development	55