



# WE NEED YOU

**WE'RE LOOKING FOR**  
GROWTH EXECUTIVE APPRENTICE

**LOCATION:**  
London / Hybrid

**WORKING HOURS:**  
Monday – Friday, 9:00 – 17.30

**SALARY:**  
Up to £24,784

**OTHER BENEFITS:**  
Competitive Reward Scheme Bonus, Life Assurance, Discount portal, Aviva Pension, Samsung/HP Discounts, Company Sick Pay, ETHIC Values - Employee of the month: a chance to win a £500 lifestyle voucher! 25 days holiday + Bank Holidays + 1 day for your birthday. Social events. Access to a dedicated mentor

**CONTACT TYPE:**  
APPRENTICE - Permanent

**REPORTING IN TO:**  
Client Service Manager

## **WE'RE LOOKING FOR THE FUTURE GROWTH-DRIVERS WHO WANT TO MASTER THE ART OF WINNING NEW BUSINESS.**

If you know you want to be where the action starts, our Apprenticeship Craft Track is for you. Working as part of our Growth team, you'll become a specialist in how we scale, how we pitch, and how we win new business.

You'll study for a fully funded sales qualification, learning the psychology and strategy behind high-level business development. To ensure you're an expert in what we're selling, you'll go on short, high-impact immersions into our Group agencies; Blue Square, Kru Live, Ryse and Cyphr.

## **TO MAKE A REAL DIFFERENCE IN THESE AREAS**

### **THE DISCOVERY (RESEARCH & INSIGHT)**

- You'll become a specialist in the 'deep dive', using research to identify the world's most exciting brands and finding the key people within them who we should be talking to
- You'll stay ahead of the curve, spotting industry trends and news that give us the perfect reason to reach out to potential new partners
- You'll become a pro with business development tools such as LinkedIn Navigator and Customer Relationship Management (CRM) Tools

### **THE FIRST CONNECTION (OUTREACH & ENGAGEMENT)**

- You'll master the art of the first impression, learning how to craft clever, personalised outreach that cuts through the noise and starts a real conversation.
- You'll be the voice of Brand Partnership Group, reaching out to introduce our agencies and find creative ways to open doors.

### **THE GROWTH JOURNEY (RELATIONSHIP DEVELOPMENT)**

- You'll support the team through the entire sales cycle, learning how to take a relationship from a first hello to a successful partnership.
- You'll help manage our Growth Pipeline, using tech to track our progress and ensuring no opportunity is ever missed.

### **THE DOING (MASTERING NEW BUSINESS DEVELOPMENT)**

- You'll learn what it takes to manage a pitch from start to finish.
- You'll become a Master of Professional Communication, learning how to grab a client's attention and keep it.

**WE TURN HUMAN CONNECTION INTO BRAND GROWTH**

- You'll develop a sharp eye for detail, ensuring every proposal we send out is polished, professional, and perfect.

You'll actively help run and manage the growth pipeline day to day. We will measure success in this through performance metrics, such as number of meetings booked, pipeline health, pitch support

## **OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER**

We're looking for someone who wants to be at the heart of our success. You'll be a great fit if:

- You're probably the one in your friend group who can talk anyone into anything (in a good way!)
- You love a deep dive. You're the person who checks the menu, the reviews, and the history before going somewhere new
- You have high standards and love the feeling of sending out something that looks and feels premium
- Winning new business is a thrill, but it takes grit. You don't mind a challenge, and you love a win
- You've got a handle on the essentials like Word, Excel, and PowerPoint, and an energy to develop your understanding of AI
- You're a quick learner, able to pick up the latest systems such as LinkedIn Navigator and other CRM tools

## **THE SUPPORT YOU'LL GET**

- You'll spend 4 days a week hands-on with our teams, and 1 day a week learning the psychology and strategy that turns a prospect into a partner.
- You'll be paired with a recent apprentice who has been in your shoes and can show you the ropes.
- A senior leader will be there to help you navigate the Group and plan your future.
- This isn't just a placement; it's a career. We're developing you to become a permanent, key player in our Group's growth.