

ALFRED H KNIGHT

MARKETING & COMMUNICATIONS PATHWAY (12 MONTH PROGRAMME)

QUALIFICATIONS REQUIRED: MINIMUM 2:1
DEGREE IN A MARKETING, DIGITAL
MARKETING, COMMUNICATIONS, BASED SUBJECT.

PHASE ONE - SETTING YOU UP FOR SUCCESS

Phase one is when we set you up for success. You will complete the Company Induction programme which is a mixture of classroom and practical based activities during which time you will learn about Alfred H Knight (AHK): what our values are, what we do, who we are, and where in the world we are. You will learn about the essence of AHK, and why we continue to be successful after 140 years in this Industry.

This will be followed by an introduction to our Group support functions, where you will have exposure to our Finance, HR, IT, Learning and Development, Legal, and Risk and Compliance teams. It is important that you understand the value of these functions as they will always be there in the background as your career progresses with AHK.

At this stage you will be allocated a mentor; likely a former graduate trainee, to ensure you are getting the most out of the programme.

PHASE TWO - YOU AND THE AHK GROUP

During this phase you will have exposure to the Commercial activities with the Sales & Marketing Function, working closely with the Business Development Network and gaining an understanding of the upstream and downstream commercial activities. You will also be exposed to our operations and you will travel to some of our sites locally and internationally* to understand fully what it's like to work in a truly global business. (*subject to COVID-19 restrictions).

PHASE THREE - YOU AND YOUR PLACEMENT

In this phase you will be placed with the Marketing & Communications function, you will receive on the job training within the team environment, you will be given your own work and projects to complete. You will receive training on a variety of Marketing Technology and digital platforms including CMS, CRM, design software and social platforms, and find out what it takes to be part of the team who are responsible for creating and delivering engaging Marketing Campaigns and Corporate Communications.

PHASE FOUR - YOU AND YOUR FUTURE

The company is entrepreneurial and dynamic and we will expect you to want to drive your own career. Towards the end of the programme we will discuss what opportunities we have available that fit with your strengths. We are looking to build a network of Marketing & Communications roles in the core regions AHK serve.

CHECK OUT OUR CASE STUDIES ON OUR GRADUATE PAGE TO HEAR FROM CURRENT AHK GRADUATES!