

AUTOMOTIVE

## BMW Group UK announces marketing apprenticeship program

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*The apprenticeship program is a fruitful opportunity for candidates to build both a career and connections within BMW and beyond. Image credit: BMW*

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By LUXURY DAILY NEWS SERVICE

With a new apprenticeship program, Germany's BMW Group is fostering the next generation of those passionate about luxury automotive.

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The new program is offering a four-year apprenticeship, serving as an opportunity for candidates to gain experience within BMW's marketing and public relations spheres while working across the organization. The program is seeking four recruits with applications closing on Feb. 20.

"I am delighted to offer this new opportunity to four bright and ambitious candidates who are looking to kick-start their communications careers," said Graham Biggs, corporate communications director at **BMW Group UK**, in a statement.

"This scheme offers invaluable experience in both corporate communications and marketing disciplines with two of the most admired and respected brands in the world," he said. "After the four years, each apprentice will have gained broad and valuable experience, positioning them perfectly for future roles across the communications landscape."

### Getting the experience

The apprenticeship program is a fruitful opportunity for candidates to build both a career and connections within BMW and beyond. Those interested in applying can do so on the BMW Group careers website.

Those selected for the program will participate in hands-on learning on the job, working on the latest BMW and MINI marquee campaigns while simultaneously earning a business and management degree from Abingdon & Witney College.



*Four apprentices will be selected to work on BMW and MINI campaigns. Image credit: BMW*

Apprentices begin the program in September 2022 and will rotate between four departments throughout the program's duration, spending one year on each team.

Three years will be spent at the BMW Group UK head office to gain experience with the marketing and corporate communications teams. The other year will be spent working with the corporate communications team at MINI plant Oxford.

"This is an exciting time in the Marketing field and we're looking forward to welcoming the right candidates into our teams," said Michelle Roberts, marketing director at BMW UK, in a statement. "They'll have the opportunity to get involved in a wide variety of events and campaigns and really show us what they can do in a variety of disciplines."

As the BMW Group continues celebrating milestones, it looks to foster new employees and work towards an even more successful future.

Last December, BMW Group delivered its one-millionth electrified vehicle, making progress on its electromobility push.

The BMW Group expects to double its battery-electric vehicle sales this year, as it expands its electric offerings and charging infrastructures become more accessible in Europe. Premium and luxury automakers continue to expand in EV as consumer acceptance grows and governments introduce regulations targeting traditional combustion engines ([see story](#)).

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