

Apprenticeship standard (England only)

## Digital Marketer

Industry: **Digital**

City & Guilds code: **9648-04**

LARS number: **78**



A City & Guilds Group Business

 **Typical duration: 18 months**

 **Funding band: 10 (£10,000)\***

 **Level 3**

\*Funding bands from May 2017.

**On-programme learning:** Registrations open in June 2017

**End-point assessment:** We have submitted an application to the ESFA

Our Digital Marketer apprenticeship offer provides all the materials and digital solutions you need to sustain flexible delivery models that are cost effective, time efficient and meet the learning styles of your apprentices, ensuring they are motivated to be successful, productive in their role and are fully prepared for end-point assessment.

To offer a genuine end-to-end solution we also provide high-quality, rigorous end-point assessment, at a convenient time and place for your apprentice.

The on-programme offer includes three knowledge qualifications that have been developed with industry experts to meet the requirements of the Tech Partnership Digital Marketer Standard and Occupational Brief, including e-volve on-screen, on-demand multiple-choice tests. City & Guilds has a long association with IT and digital training, including the development of the Social Media for Business and Digital Marketing SASE/ SASW frameworks and units.

### City & Guilds – helping you with a tailored package

Our Digital Learning Resources Team has been working together with our well-established network of specialists, colleges and providers, to develop the right tools to support on- and off-the-job training.



#### **Knowledge module qualifications**

Including online e-volve exams.



#### **Learning Assistant**

Tracks progress online in real time.



#### **Guidance documents**

Covering knowledge qualification, advice on gathering evidence and how to prepare for a summative portfolio.

Our exclusive support package has been designed to keep your apprentices motivated and on track for successful end-point assessment.

For more information please visit [cityandguilds.com](https://www.cityandguilds.com)

A digital marketer's role is to outline, plan, build and implement marketing promotions through a wide range of media sources to capture customer purchases, commitment and retention. They will usually work as part of a team and will be responsible for the administrative features of the marketing campaign. They will have directions to help them perform their duties and will usually report to a digital marketing manager or a marketing manager.

A digital marketer's roles include: digital marketing assistant, digital marketing co-ordinator, digital marketing executive, campaign executive, social media executive, content co-ordinator, email marketing assistant, SEO executive, analytics executive and digital marketing technologist.

### The apprentice journey



#### 1. On-programme on-the-job and off-the-job training

Training and development takes place during this part of the apprenticeship which may include a qualification if it is identified as a requirement in the standard.

Formative assessment of skills, knowledge and behaviours is required in the delivery of the standard and this will be outlined in the assessment plan.

Maths and English are required (level varies according to the standard) depending on the apprentice's prior achievement.

### 1. On-programme: what is required in the assessment plan?

Technical knowledge and understanding is assessed on programme through a combination of Ofqual-regulated knowledge modules or specified vendor and professional qualifications. These must be passed before the end-point assessment can take place.

At least one of the knowledge units must be an internationally recognised vendor or professional qualification. Details of the recognised vendor and professional qualifications are available in the assessment plan.

Throughout the apprenticeship, in addition to the above skills and knowledge, a range of core behaviours will also be developed. These are:

- logical and creative thinking skills
- analytical and problem-solving skills
- ability to work independently and to take responsibility
- use of initiative
- a thorough and organised approach
- ability to work with a range of internal and external people
- ability to communicate effectively in a variety of situations
- maintain productive, professional and secure working environments.

### How our offer supports on-programme delivery



#### Knowledge module qualifications

We provide the knowledge module qualifications for Knowledge Module 1: Principles of Coding, Knowledge Module 2: Marketing Principles and Knowledge Module 3: Digital Marketing Business Principles. These units include online e-volve exams, which provide instant performance feedback for the learner and reduced administration for the provider.



#### Learning Assistant

Learning Assistant is an innovative and cost effective e-portfolio solution that allows colleges and training providers to improve dramatically the delivery of their vocational qualifications by tracking progress online in real time.



#### Guidance documents

- Handbooks containing the knowledge qualifications with learning guidance.
- Advice on gathering evidence for the practical standards and behaviours.
- Guidance on how to prepare evidence to contribute to the summative portfolio.
- Guidance on interview preparation.

## 2. Gateway

The employer and provider must sign off the apprentice as ready to move on to end-point assessment.

## 3. End-point assessment

The end-point assessment must demonstrate that the apprentice can perform in the occupation in a fully competent, holistic and productive way.

**The assessment will be graded if required by the standard.**

**The assessment organisation and assessor must be independent of, and separate from, the training provided by the provider and employer.**

## 4. Apprenticeship certification

On successful completion, the end-point assessment organisation will apply to the ESFA for the apprenticeship certification. The certificate will then be sent to the apprentice's employer.

### Maths and English requirements

If your apprentices need to complete maths and English, our popular Functional Skills qualifications fit within apprenticeship programmes and cover the core maths and English requirement for the workplace and further study. We have an extensive support package available, including e-Functional Skills, and an online teaching and learning platform, which guides learners from an initial and a diagnostic assessment, through to being exam ready.

**Find out more:** [cityandguilds.com/functionalskills](https://cityandguilds.com/functionalskills)

## 2. Gateway

The employer and the training provider will decide when an apprentice is ready to cross the threshold from learning and formative assessment into the end-point assessment phase based on their monitoring of the apprentice's progress.

To move on to end-point assessment, the apprentice must successfully complete three knowledge modules (or equivalent approved vendor or professional qualifications), show evidence of the relevant behaviours and have achieved maths and English Level 2 (or equivalent).

## 3. End-point assessment

City & Guilds is in the process of becoming an approved assessment organisation on the Register of Apprentice Assessment Organisations (RoAAO) for this apprenticeship standard. We will provide an end-point assessment handbook for the centre, with guidance on preparing candidates, how to register and what facilities you will need if you are providing the venue for assessment. We will also provide a handbook for the apprentice, outlining what they should expect and how to prepare.

### End-point assessment methods



#### Synoptic project

A four-day assessment against a defined project. The assessment must be conducted off-the-job within a controlled environment and may be on the employer's or training provider's premises.



#### Summative portfolio

Apprentices will present evidence from real-work projects produced towards the end of their apprenticeship. This provides evidence set against the standard based on the application of knowledge, competence and behaviours to real projects in the work environment.



#### Employee reference

A written statement from the employer. It will include their opinion on how the apprentice has performed in the workplace and how they have applied their knowledge, competencies and behaviours across certain projects.



#### Interview

A structured discussion between the apprentice and their independent end assessor. This is a chance to gather or explore further evidence. The conversation will be steered towards the knowledge, competencies or behaviours in the standard.



#### Grading decision

Made on a holistic assessment of all the evidence presented, including from the interview itself. There is one final overall grade – none of the elements are graded separately.



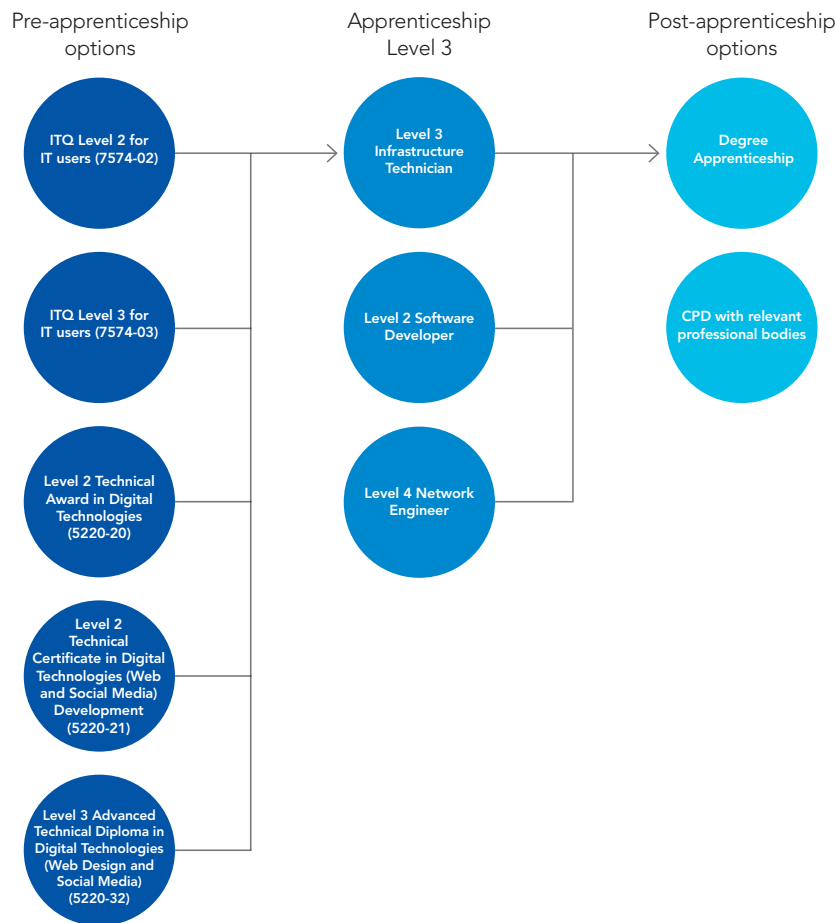
## 4. Apprenticeship certification

As well as receiving their ESFA apprenticeship certificate, the apprentice will receive a City & Guilds statement of achievement for end-point assessment.

# Apprenticeships are changing. Our commitment to you never will.

## Progression in digital industries with City & Guilds

This apprenticeship is part of our wider offering in the digital sector. We provide the following apprenticeship opportunities.



## Our commitment to you

Alongside our support materials for this standard, we're dedicated to supporting your wider apprenticeship strategy with a range of events and webinars run by industry specialists to advise and guide you.

And our consultancy teams can help you prepare for apprenticeship delivery and help you understand the new standards and funding.

## Information about events, webinars and our consultancy is online:

[cityandguilds.com/apprenticeships](https://cityandguilds.com/apprenticeships)

## How our offer supports providers

### Technical support

Our Technical Advisors are on hand to answer any questions you might have about on-programme learning or end-point assessment.

### Customer Services Team

Our dedicated Business Managers and Customer Support Team are here to support you and your learners throughout all aspects of apprenticeships from registration to completion.



### More information

If you're a City & Guilds centre, visit Walled Garden or contact your Business Manager to find out prices and if any elements are extra to the package. If you're a new customer, contact [apprenticeships@cityandguilds.com](mailto:apprenticeships@cityandguilds.com) to find out more.