

Apprenticeship standard (England only)




# Digital Marketer

Industry: Digital

City & Guilds code: 9628-11 (on-programme), 9628-12 (on-programme), 9628-13 (on-programme) and 9648-74 (EPA)

LARS number: 78



-  **Minimum duration: 18 months**
-  **Funding band: 10 (£12,000)\***
-  **Level 3**

\*Funding bands from May 2017

**On-programme learning:** Available

**End-point assessment (EPA):** Open for registrations

A digital marketer outlines, plans, builds and implements 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 usually report to a digital marketing manager or a marketing manager. 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.

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 an expert solution

There are four stages where we can work together to help your apprentices from the start through to successful completion of their training.



### Plan

Helping you plan and prepare for the new standards with a bespoke solution to make the most of your investment in apprentices.



### Attract

Simple online vacancy and candidate set up, TalentPortal can connect you to the talent you need to fill your apprenticeship vacancies.



### Deliver

High-quality, online and offline content to help draw out the skills, knowledge and behaviours to prepare apprentices for end-point assessment as well as tracking options to monitor performance.



### Assess

Support for you and your apprentices to prepare for end-point assessment by our first-rate, fully trained assessors. Our simple, flexible service meets the demands of your team and your partners.

# The City & Guilds Digital Marketer apprenticeship

## The apprentice journey



### 1 On-programme (deliver)

Training and development takes place during this part of the apprenticeship. It may include a qualification if set 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.

Apprentices have to reach a minimum level of maths and English set by the standard. If they've not previously achieved this, they'll need further study and support.

## 1 On-programme: what apprentices need to learn

On-programme is the learning phase for apprentices to pick up the skills, knowledge and behaviours set in each standard. Apprentices need to complete 20% off-the-job training during the on-programme phase of their apprenticeship. Specific rules govern this and it must take place in the apprentice's contracted hours. You can track and authorise the 20% through our e-portfolio, Learning Assistant.

Technical knowledge and understanding is assessed through a combination of Ofqual-regulated knowledge modules or specified vendor and professional qualifications. These must be passed before the EPA can take place. At least one knowledge unit must be an internationally recognised vendor or professional qualification. See the assessment plan for details.

The apprentice must develop a range of behaviours:

- 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

### Our resources and tools that support on-programme delivery

Our core content for this standard covers Prevent, British values, equality and diversity, and health and safety which give you the basics to deliver the standard and satisfy regulators. It's a blend of e-learning and downloadable content. We also have:



#### Knowledge module qualifications

(9628-11, 9628-12 and 9628-13)

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. We developed these with industry experts.



#### Learning Assistant

Learning Assistant is an innovative and cost effective e-portfolio solution that allows colleges and training providers to dramatically improve the delivery of apprenticeship standards 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 and synoptic project.
- Guidance on interview preparation.

### 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)

# The City & Guilds Digital Marketer apprenticeship



## 2 Gateway

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



## 3 Assess

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 certificate

On successful completion, the end-point assessment organisation will apply to the Education and Skills Funding Agency (ESFA) for the apprenticeship certificate. The certificate is sent to the apprentice's employer.

## 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 EPA phase based on their monitoring of the apprentice's progress.

To move on to EPA, 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 (EPA): how apprentices demonstrate their learning

End-point assessment (EPA) is the final stage that an apprentice goes through to complete their apprenticeship. The apprentice must show their learning to an independent end-point assessor and the grades available are pass, merit, distinction. Assessment events for this standard are:



### 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 – pass, merit or distinction.

## Our resources and tools that support end-point assessment

We are on the register of end-point assessment organisations and our EPA service includes support resource as well as flexibility around assessment delivery and a dedicated EPA team to support you.



### EPA preparation tool

Online content to help the apprentice feel ready for their EPA experience. Personalised to their confidence levels and the standard, they're sent free access details once they're registered with us for EPA.



### EPA team

Our dedicated EPA team is on hand to help with bookings and questions on anything from the assessment process to evidence portfolios.



### EPA pack and guidance

Let our support, including short videos and how to guides help you get to grips and stay on track with the EPA process.



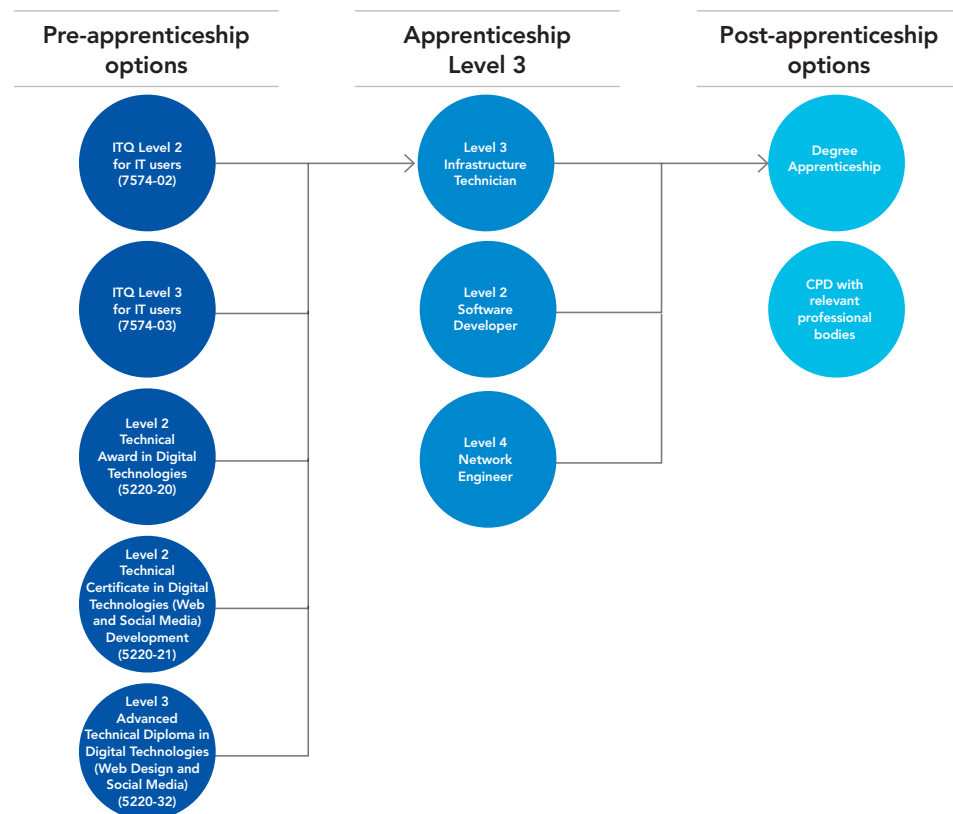
## 4 Apprenticeship certification

The apprentice will receive their Institute for Apprenticeships (IfA) apprenticeship certificate. Apprentices that complete a City & Guilds EPA will receive a City & Guilds statement of achievement for end-point assessment.

# The City & Guilds Digital Marketer apprenticeship

## Progression with City & Guilds Group

Develop new and existing talent at all levels with ILM management apprenticeships including: Team Leader/Supervisor Level 3; Operations/Departmental Manager Level 5; Chartered Manager Degree Level 6 and the Senior Leader Master's Degree Level 7.



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.

## How our offer supports you:

### Supportive payment structure

When you choose us for EPA you pay a small registration fee and the balance once the EPA has taken place and results submitted.

### Personal support

Our Technical Advisors, Business Managers and Customer Service teams are on hand to help you with all aspects of apprenticeships.

### Specialist online tools

Our e-Functional Skills can boost maths and English; Skills Zone develops workplace behaviours and skills; and our e-portfolio, Learning Assistant, lets you manage assignments and track the 20% off-the-job training requirement.

### Events and webinars

We deliver a range of events and webinars run by industry specialists to advise and guide you, including regional networking and CPD events.



### 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.

Or visit [cityandguilds.com/apprenticeships](https://cityandguilds.com/apprenticeships) for full information on our apprenticeship products and services. Visit [i-l-m.com/apprentice](https://i-l-m.com/apprentice) for information on management apprenticeships.