

Personal specification for independent end point assessor

Retailer

Essential industry specific qualifications and experience

Up-to-date, relevant, deep and broad experience of working in the following disciplines of the occupational area of the apprenticeship standard including practical and current knowledge of working practices, infrastructure, tools and technologies to support:

- **Have undeniable experience in retail principles and practices** - including brand standards, building rapport and customer loyalty
- **Clear understanding of current business principles, standards and practices** - including achieving targets, brand value and marketing and promotion
- **Broad experience of sales and promotion principles and techniques** - increasing sales, repeat business and sales opportunities
- **Exemplar customer service principles and practices** - including customer profiles, dealing with customers and meeting expectations
- **Demonstrable experience of customer communication** - including active listening, face-to-face, online, telephone and written communication
- **Deep understanding** of health and safety practices, standards and legislation within a retail environment

Essential qualifications and experience

Qualified to a minimum Level 3 in retail and hold recognised assessment qualifications

Relevant and up-to-date CPD record

Occupationally competent with current experience in the apprenticeship's discipline they intend to assess

Essential knowledge and skills

An understanding of 'Trailblazer' apprenticeships, with specific knowledge about the relevant industry area for the role

Experience of producing clear, accurate and concise written reports, including remarks/enquiries about results

Proficient IT skills

Analytical, critical thinking skills

Excellent interpersonal skills

Excellent written and verbal communication skills with substantive experience of providing supportive, concise feedback to both learners, Assessors and delivery staff

Organisational skills and the ability to prioritise effectively

Ability to work independently but also lead a team

Availability

Flexibility to travel across England

Driving License

Desirable

Experience of preparing for and presenting to a target audience

Experience of marking and grading assessments