

# Personal specification for independent end point assessor

## Digital marketer

### Essential industry specific qualifications and experience

Up-to-date, relevant, deep and broad experience of working in one or more of 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:

- Search marketing
- Search engine optimisation
- Email marketing
- Web analytics and metrics
- Mobile Apps
- Pay per click

Relevant expertise or relevant professional recognition equivalent to or higher than the level of the apprenticeship standard being assessed for that discipline.

### Essential qualifications and experience

- Hold the qualifications/experience as specified in the assessment requirements
- Occupationally competent with current experience in the apprenticeship's discipline they intend to assess.
- Experience of working with quality assurance processes and complying with regulatory requirements.

### Essential knowledge and skills

- An understanding of 'Trailblazer' apprenticeship standards, with specific knowledge about the relevant industry area for the role and the discipline they intend to assess.
- An understanding of quality assurance requirements and regulators including industry bodies.
- Experience of producing clear, accurate and concise written reports, including remarks/enquiries about results.
- Proficient IT skills.
- Analytical, critical thinking skills.
- Excellent written and verbal communication skills with substantive experience of providing supportive, concise feedback to learners, assessors and delivery staff
- Organisational skills with the ability to plan, prioritise and communicate 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