



# Level 3 Multi-channel Marketer v1.1

Update Webinar

# Housekeeping



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# Agenda

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- 2 Preparing Gateway
- 3 Written Project Report with Presentation and Questioning
- 4 Interview Underpinned by Portfolio of Evidence
- 5 Resources
- 6 Re-sits and Re-takes
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# The Standard

The Occupational Role

# The Occupational Role

The broad purpose of the occupation is to support customer-focussed marketing activities that drive the demand for a product or service through awareness raising and/or perception building to generate results to the bottom line.

As part of the marketing team the multi-channel marketers will contribute to the implementation of the marketing strategy and plans. They will be responsible for delivering day-to-day marketing activities across a multitude of platforms, channels and systems that are essential to the marketing function and activities of the company.

An employee in this occupation will be responsible for coordinating and delivering specific marketing activities such as marketing content creation, background market and customer research, monitoring campaign analytic and collecting data, using relevant marketing software/systems, maintaining marketing administration activities such as managing the supply of marketing literature, tracking marketing expenditure, supporting the procurement of, and overseeing the delivery of, work by external and internal marketing suppliers.



# Preparing for Gateway

Gateway Requirements

# Gateway Requirements

The EPA period will only start when the **employer** is satisfied that the apprentice is consistently working at, or above the level of, the Standard. The apprentice must be able to evidence that they fully demonstrate the Occupational Standard and required level of professional competence in an authentic workplace context.

The apprentice must meet the Gateway requirements before starting EPA.

- Must have achieved English and maths qualifications in line with the apprenticeship funding rules.
- For the Written Project report with presentation and questioning, the apprentice must submit a Project Scoping document. It should be no more than **500 words**. The apprentice must agree the subject, title and scope for their project with their employer and City & Guilds. The Project Scoping document is submitted for approval by the IEPA but is not assessed. The Project Scoping document does not count towards the overall EPA assessment.
- For the Interview underpinned by portfolio of evidence the apprentice must submit a portfolio of evidence and a signed and dated Evidence Matrix.

The following should be completed on EPA Pro:

- Gateway Declaration Form signed by the apprentice.
- Gateway Declaration signed by the provider, on behalf of the employer and tutor – confirming that the apprentice has completed at least 12 months on-programme (typically 18 months).

# Written Project Report with Presentation and Questioning

Assessment Method

## Written Project – Overview

The apprentice must complete a project that aligns with the criteria for this assessment method. The project should follow a multi-channel approach to the planning, delivery and evaluation of a marketing campaign and have a real business application and benefit.

The project must meet the needs of the employer's business and be relevant to the apprentice's occupation and apprenticeship.

**The research and written project report must start after the apprentice has been confirmed as through the Gateway.**

This assessment method includes two components:

- project with a project output
- presentation with questions and answers.

Together, these components give the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method. The written project report and any components must be assessed holistically by the IEPA when they are deciding the grade for this assessment method.





## Written Report – Context

The apprentice must complete and submit the word-processed report to City & Guilds **by the end of week 12** of the EPA period.

The apprentice may work as part of a team; however, the written project report must be the apprentice's own work and will reflect their own role and contribution to the project. When the project is submitted, the apprentice and their employer must confirm that the report is the apprentice's own work.

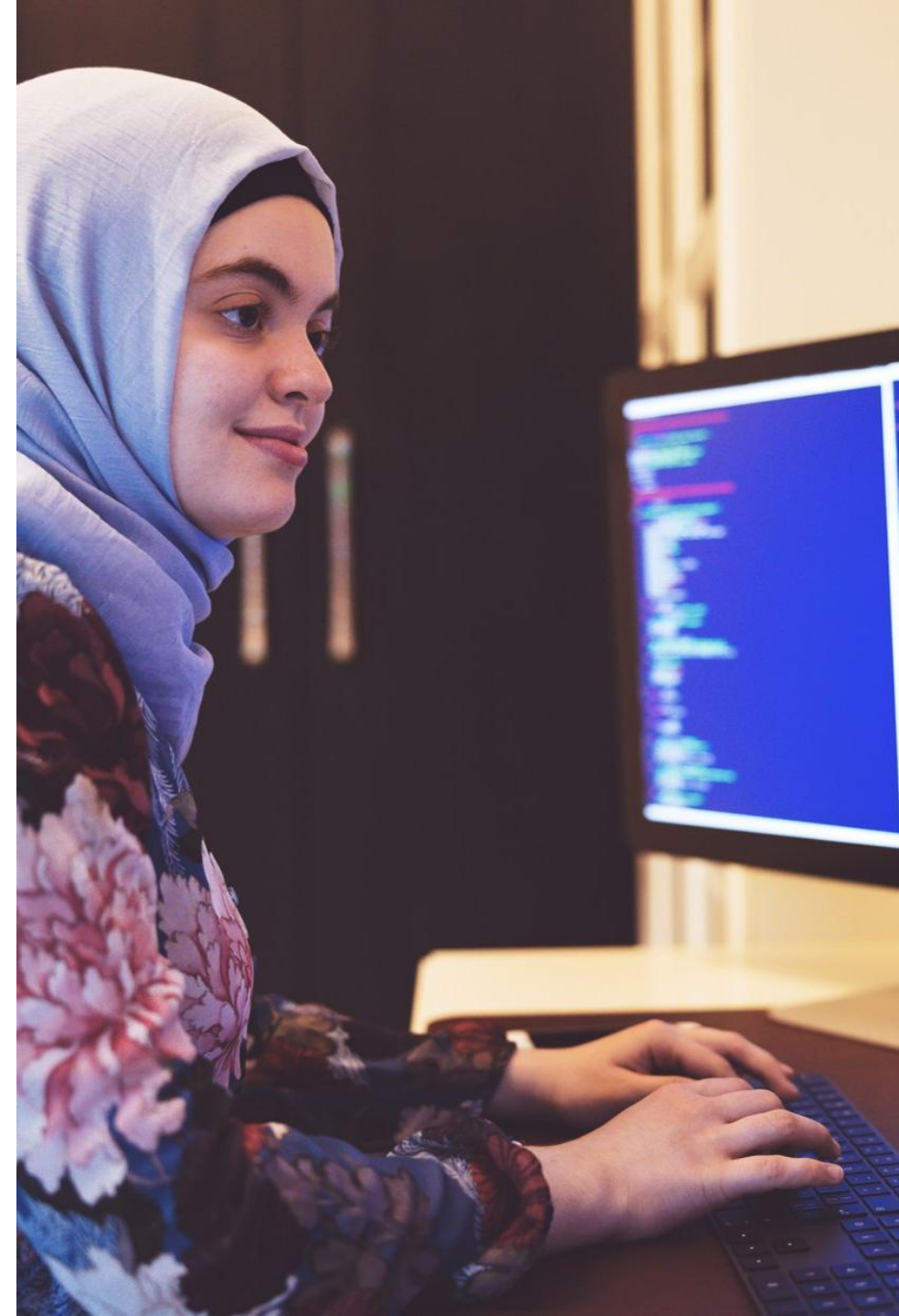
The written project report must be structured to give the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method, to the highest available grade. The criteria covered by this assessment method are:

- Marketing methods, principles, and practices – K6, K17, S2
- Business and organisation – K2, K3
- Communication and copywriting – K14, S5, S7, B4,
- Campaign management –  
K11, K18, K19, K20, S1, S3, S16, S17, B1, B2
- IT and digital – S4, S12, S13, S14.

## Written Project – Structure

The report must address the knowledge, skills and behaviours for this assessment method, and a suggested approach to the layout could include:

- an executive summary (or abstract)
- an introduction
- the scope of the project (including key performance indicators)
- objectives
- research and methodology
- approach taken and risks to consider
- financial budgeting and resources
- discussion of findings
- outcomes and impact of the project implemented
- measure of success
- recommendations and conclusions
- appendix containing mapping of KSBs to the report.



## Written Project – Example Projects

Example Title	Context
<b>Community event promotion</b>	<p>The apprentice has been tasked with promoting a community event. Whilst everyone is welcome at the event, the organisers want to focus on increasing the number of young people attending.</p> <p>Through research, the apprentice must identify the most effective strategies to reach the target audience. The apprentice should consider offline and online strategies.</p> <p>Following the research, the apprentice must implement the strategies, monitor ongoing results and make any adjustments needed.</p> <p>At the end of the project the apprentice must measure the effectiveness of their strategies.</p> <p>On completion of the work, and within a maximum of 12 weeks, the apprentice must submit a written report of 2,500 words.</p>

## Written Project – Example Projects

Example Title	Context
<b>Website engagement</b>	<p>The apprentice has been tasked with improving traffic rates to an organisation's website.</p> <p>Through research, the apprentice must identify the most effective strategies to achieve this. The apprentice should consider offline and online strategies.</p> <p>Following the research, the apprentice must implement the strategies, monitor ongoing results and make any adjustments needed.</p> <p>At the end of the project the apprentice must measure the effectiveness of their strategies.</p> <p>On completion of the work, and within a maximum of 12 weeks, the apprentice must submit a written report of 2,500 words.</p>

## Written Project – Example Projects

Example Title	Context
<b>New product launch</b>	<p>The apprentice has been asked to create a campaign for a new product launch.</p> <p>The apprentice will need to research and implement a plan for the new product launch. The apprentice should consider offline and online strategies.</p> <p>Following the research, the apprentice must implement the strategies, monitor ongoing results and adjust the campaign as necessary.</p> <p>At the end of the project the apprentice must measure the effectiveness of their strategies.</p> <p>On completion of the work, and within a maximum of 12 weeks, the apprentice must submit a written report of 2,500 words.</p>

# Written Project – Additional Examples

## Additional Examples

Plan and deliver a social media campaign across different channels, targeting new customers, which drives traffic to the website to provide a discount code for a customer's first purchase.

Use email marketing software to contact existing customers to promote a new collaboration with an influencer, supported by offline marketing promotions such as leaflets. Analyse and evaluate the different elements of the campaign to make overall recommendations for the future.

Analyse and evaluate a multi-channel marketing campaign that has previously taken place. Identify any strengths or weaknesses and use these to deliver a similar campaign, then evaluate the campaign performance.





## Written Report – Word Count

The specified word count requirement of 2,500 words (plus or minus 10%) means the completed report must include at least 2,250 words and no more than 2,750 words (including headings).

Apprentices, employers and providers are reminded that any report submitted with a word count outside these requirements, or submitted without showing an accurately calculated total word count, will be dealt with as follows.

- Reports submitted with fewer than **2,250** accurately calculated words will be assessed as submitted; there is no specific penalty for failing to meet the minimum word count requirement. However, apprentices are reminded that this shortfall is likely to reduce their opportunity to pass and achieve a higher grade.
- Reports submitted with more than **2,750** accurately calculated words will be assessed as submitted. However, the IEPA will only consider the first 2,750 words and not assess any content beyond this limit against the grading criteria. There is no specific penalty for exceeding the maximum word count requirement; however, apprentices are reminded that this is likely to reduce their opportunity to pass and achieve a higher grade, especially where project outcomes and conclusions are included towards the end of the submitted report.

## Written Project – Evidence Reference Matrix

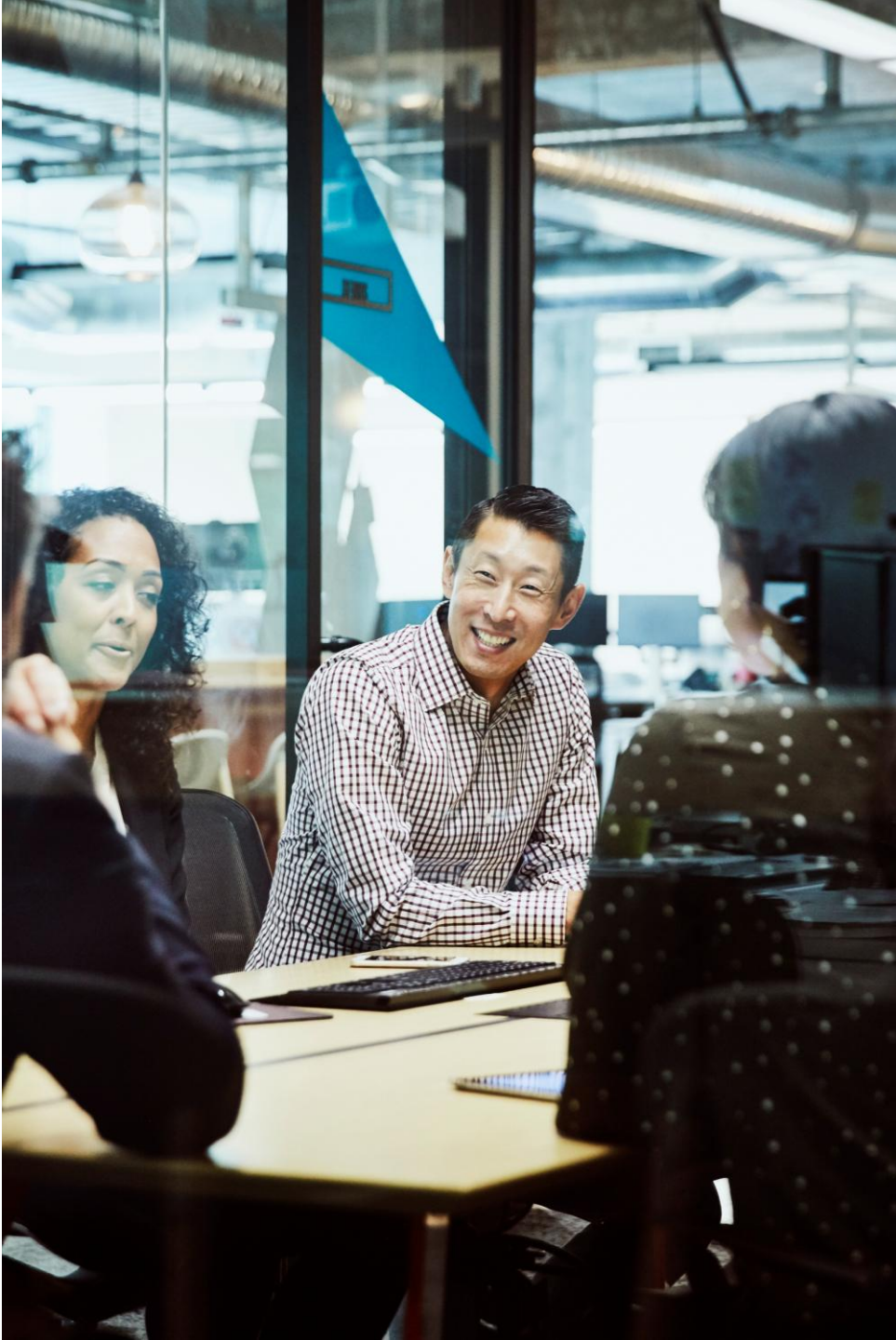
City & Guilds have provided an **Evidence Reference Matrix Form – Project Report** in the **Provider Employer Recording Forms** for apprentices to use for this assessment. To facilitate comprehensive, consistent mapping of the evidence requirements, use of the City & Guilds supplied form is strongly recommended. The accurately calculated word count for each report **must** be recorded in the ‘word count’ box at the top of the Evidence Reference Matrix – Project Report Form.

The apprentice and/or training provider may choose to use their own version of the Evidence Reference Matrix Form, but the form must:

- clearly map evidence to the KSBs
- record the accurately calculated word count for the report.

When submitting the written project report, the apprentice and their employer must confirm that the report is the apprentice’s own work. City & Guilds have provided a ‘**Declaration of Authenticity**’ form for this purpose in the **Provider & Employer Recording Forms Pack**.





## Presentation with Questioning - Structure

The apprentice must prepare and deliver a presentation to an IEPA. After the presentation, the IEPA must ask the apprentice questions about their project, report and presentation.

The presentation will provide an overview of the apprentice's project and the presentation with questions and answers. The IEPA must ask questions after the presentation.

The presentation should cover:

- an overview of the project
- the project scope (including key performance indicators)
- summary of actions undertaken by the apprentice
- project outcomes and how these were achieved.

The presentation can be in any format. Materials for submission may include, but are not limited to, slides, speaker notes, posters, videos, sound recordings, animations, diagrams, etc.

The apprentice must prepare and submit their presentation to City & Guilds at the same time as the report, which is **by the end of week 12** after Gateway.

# Presentation with Questioning - Structure

In order to validate the information contained in the report, the questions generated by the IEPA should be specific to the outcomes covered by the project that has been submitted by the apprentice. The IEPA **must ask at least 6 questions**. Follow up questions are allowed where clarification is required.

If the apprentice has not evidenced all the required outcomes (KSBs) in their Written Project report and the presentation, the IEPA must ask appropriate questions to draw out this information.

The purpose of the IEPA's questions is:

- to verify that the activity was completed by the apprentice
- to seek clarification where required
- to assess those KSBs that the apprentice did not have the opportunity to demonstrate with the report, although these should be kept to a minimum
- to assess level of competence against the grading descriptors

The apprentice and the IEPA are to each have a copy of the apprentice's report to refer to.





## Presentation with Questioning – Timing and Environment

The presentation with questioning must last **45 minutes**. This will typically include:

- a presentation of **20 minutes**
- questioning lasting **25 minutes**.

### Assessment Environment

The presentation with questioning must take place in a suitable, quiet venue, free from distractions and influence; this can be on or off the employer's premises. The IEPA must ask for photo identification from the apprentice to ensure appropriate measures are in place to prevent misrepresentation and ensure that the apprentice is not aided in any way.

Internet access and suitable equipment for remote assessment, such as a computer with audio and video capacity is required.

# Interview underpinned by Portfolio of Evidence

Assessment Method

# Portfolio of Evidence – Overview

The apprentice must prepare a portfolio of evidence during the on-programme phase of their apprenticeship. The apprentice must submit the portfolio electronically in line with City & Guilds requirements at Gateway; the portfolio must contain sufficient evidence to demonstrate the knowledge, skills and behaviours (KSBs) assigned to this assessment method. Evidence contained in the portfolio must be clearly mapped against the KSBs.

Evidence to be uploaded for the EPA as follows:

- Portfolio of evidence
- A completed '**Declaration of Authenticity**' form must accompany the portfolio
- A completed '**Evidence Reference Matrix – Portfolio of Evidence**' form (located in the **Provider & Employer Recording Forms Pack**) or alternative form.





## Portfolio of Evidence – Overview

The submission of a fully completed ‘**Evidence Reference Matrix – Portfolio of Evidence**’ form (or alternative form) is mandatory. Failure to do so means that the IEPA will return the portfolio without it being reviewed.

In the case where evidence has been referenced in the ‘**Evidence Reference Matrix – Portfolio of Evidence**’ form (or alternative form) but is not present within the portfolio, the IEPA will request the missing evidence from the provider/employer.

The portfolio will be reviewed by the IEPA. Whilst the evidence in the portfolio is **not** graded by the IEPA, it will be used to guide the interview. The IEPA is not required to provide feedback after their review of the portfolio.

The IEPA will have at least 2 weeks (**10 working days**) before the EPA to review the contents of the portfolio to **generate appropriate questions** before the interview takes place.

# Portfolio of Evidence – Requirements

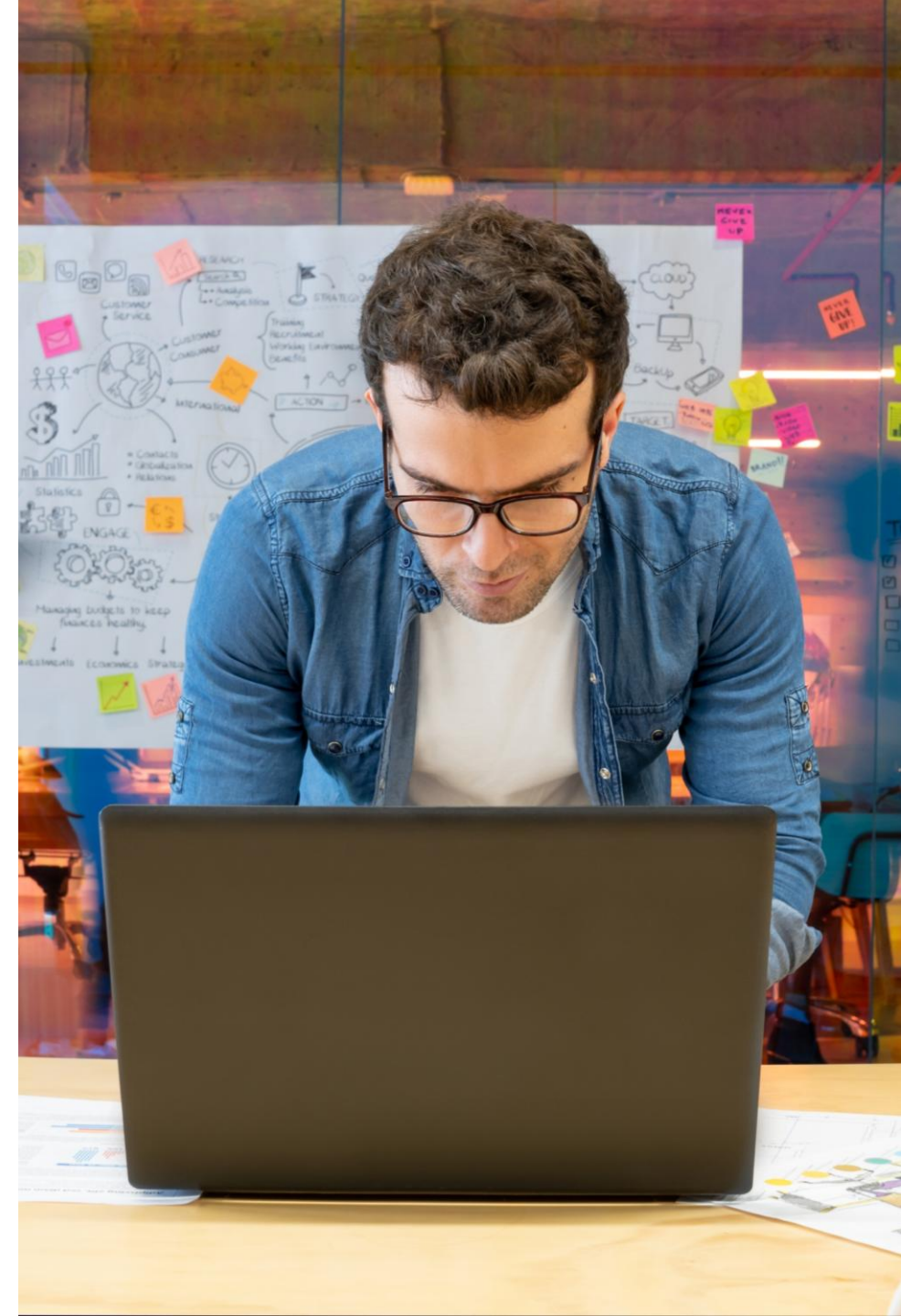
The portfolio should meet the following requirements:

- The portfolio should only contain evidence related to the KSBs that will be assessed by the interview.
- The evidence will typically contain **12** discrete pieces of evidence.
- Evidence should be mapped against the KSBs for this assessment method, using the ‘**Evidence Reference Matrix – Portfolio of Evidence**’ form, or alternative form.
- Evidence may be used to demonstrate more than one KSB; a qualitative as opposed to quantitative approach is suggested.

## Evidence sources may include:

- workplace documentation and records, for example:
- workplace policies and procedures
- witness statements
- annotated photographs
- video clips (maximum total duration 5 minutes); the apprentice must be in view and identifiable.

This is not a definitive list. The portfolio of evidence should **not** include reflective accounts or any methods of self-assessment.





## Portfolio of Evidence – Selecting Evidence

To assemble their portfolio of evidence, the apprentice should consider all the evidence they have available that shows they have met the requirements being assessed. Evidence collected towards the end of their Apprenticeship programme, as they become independent in their work, is likely to provide the most holistic evidence.

From this, they should select evidence that **most efficiently** meets all the relevant criteria, and which demonstrates their **best performance**. While there may be some overlap between the evidence collected, multiple pieces of evidence showing coverage of the same criteria should not normally be submitted for End-point assessment.

There are two questions that an apprentice should consider when selecting work to form their portfolio of evidence:

1. Which pieces holistically (most efficiently) give evidence that together cover all the relevant KSBs?
2. Is this the **best** evidence I have, showing that I have met all the requirements for the higher grade?

## Portfolio of Evidence – Selecting Evidence

When the apprentice has selected the evidence to form their portfolio of evidence, this must be reviewed by the provider/employer to ensure:

- All assessment requirements have been met.
- There is no unnecessary duplication of evidence against the same criteria.
- The work selected represents the best evidence available in relation to grading requirements.
- The clarity of any images or scanned evidence is sufficient to determine the quality of the original evidence.
- Authenticity of evidence has been established.

The EPA provider/employer is responsible for providing guidance to the apprentice on compiling the portfolio of evidence whilst on programme and this is to be reviewed by the EPA provider/employer prior to triggering EPA. The employer should provide suitable work for the apprentice to apply themselves to and discuss at interview.





## Portfolio of Evidence – Submission

Evidence being uploaded for EPA must be presented as follows:

- Evidence must have a header on each page containing the name and e-signature of the apprentice together with the date the evidence was produced. Each piece of evidence must be referenced to the criteria it is being submitted against.
- Along with the City & Guilds Portfolio of Evidence Header and Declaration Form which must be completed to:
  - Cross-reference each piece of evidence to the relevant KSBs.
  - Formally declare the authenticity of all evidence.

The apprentice must have access to the portfolio of evidence before and during the interview. The apprentice will use the portfolio of evidence to support them in demonstrating their knowledge, skills and behavioural understanding and can use it to provide tangible evidence, backing-up their accounts of their work during the interview.

The IEPA uses the portfolio of evidence to familiarise themselves with the apprentice's work and to base the questions on in preparation for the interview.

## Portfolio of Evidence – Timings

**City & Guilds must give the apprentice at least 7 days' notice of the interview.**

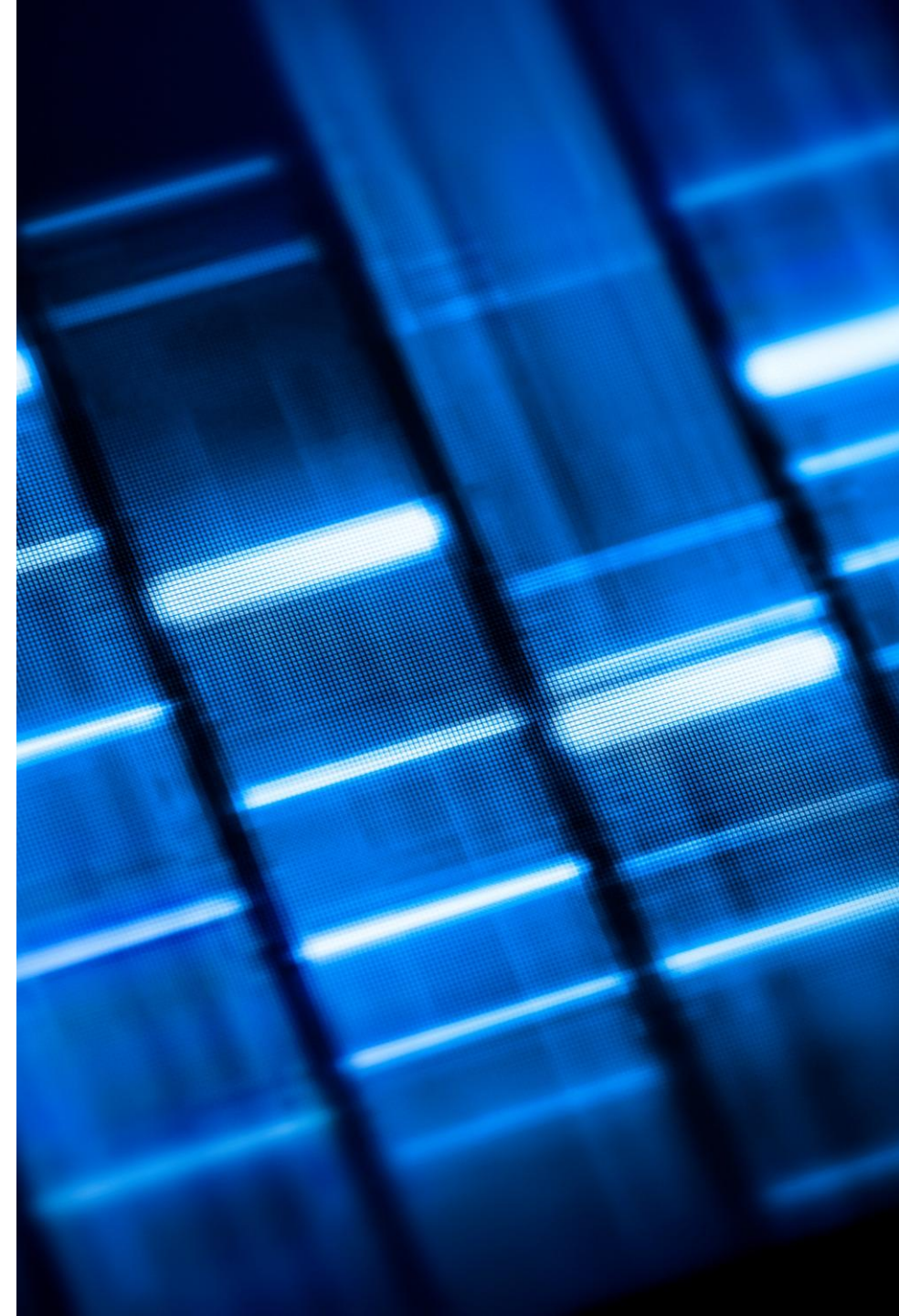
The IEPA will conduct and assess the interview. It must be structured to give the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method to the highest available grade.

The purpose of the IEPAs questions will be to explore the apprentices' competence across a range of KSB statements, using portfolio evidence to illustrate their responses.

The IEPA must ask **at least 6 questions**. The IEPA may ask follow-up questions where clarity is required.

The interview must last **60 minutes**. The IEPA can increase the time of the interview by up to 10%. This time is to allow the apprentice to respond to a question if necessary.

The IEPA must use the full time available for questioning to allow the apprentice the opportunity to evidence occupational competence at the highest level available unless the apprentice has already achieved the highest grade available.



# Resources

EPA Pro and Support

# Resources and Support

EPA Pro Resources include:

- EPA Pack
- Recording Forms
- Employer Guidance to EPA
- Portfolio Guidance (apprentice/tutor)
- Interview Guidance (apprentice/tutor)
- Project Report Guidance (apprentice/tutor)
- Project Q&A Guidance (apprentice/tutor)

## City & Guilds Level 3 End-point Assessment for Multi-channel Marketer (9610-12)

### 700: Project Scoping Document – For Project Report

<b>Apprenticeship standard</b>	City & Guilds Level 3 End-point Assessment for Multi-channel Marketer (9610-12)		
<b>Apprentice Name</b>		<b>Enrolment number</b>	

*Note: Please ensure that this is a maximum of 500 words*

<b>Title of the project:</b> <i>(Apprentice to insert project title here)</i>
<p><i>Instructions to the apprentice</i></p> <p>Please write your project brief in the space provided here.</p> <p>Your project brief should summarise the scope of your project. The project brief needs to include the following:</p> <ul style="list-style-type: none"> <li>• an outline of what the project will cover, including stages and associated timeframes</li> <li>• an overview of the tasks involved in the project</li> <li>• specific responsibilities and duties that will be carried out by the apprentice during the project</li> <li>• suitable coverage of the KSBS assignment to this assessment method</li> <li>• the date the project report will be submitted.</li> </ul>

# Digital Credentials

Information

# Digital Credentials

A digital credential is a verified, visual representation of knowledge and skills earned in various learning environments. Please see an example below:



[Level 3 End-point Assessment for ST1031/AP1.0 Mu... - Credly](#)

Digital credentials are issued and verified online, making it easy for individuals to demonstrate their competencies to employers, clients, and peers online. Each digital credential has a unique URL that can be shared electronically via social media, in an email signature, and on a CV. This is a complimentary service in addition to the paper certificate.

For further information, please visit the City & Guilds EPA Digital Credentials webpage and the general terms in respect of our privacy policy or contact [digitalsupport@cityandguilds.com](mailto:digitalsupport@cityandguilds.com).

# Re-sits and Re-takes

Guidance

## Re-sits and Re-takes

An apprentice who fails one or both assessment method(s) can take a re-sit or a re-take at their employer's discretion. The apprentice's employer needs to agree that a re-sit or re-take is appropriate. A re-sit does not need further learning, whereas a re-take does.

An apprentice should have a supportive action plan to prepare for a re-sit or a re-take. The employer and City & Guilds agree the timescale for a re-sit or re-take. A re-sit is typically taken within **2 months** of the EPA outcome notification. The timescale for a re-take is dependent on how much re-training is required and is typically taken within **3 months** of the EPA outcome notification.

Failed assessment methods must be re-sat or re-taken within a **6-month period** from the EPA outcome notification, otherwise the entire EPA will need to be re-sat or re-taken in full.

Re-sits and re-takes are not offered to an apprentice wishing to move from pass to a higher grade.

An apprentice will get a maximum EPA grade of pass for a re-sit or re-take, unless City & Guilds determines there are exceptional circumstances.





## Re-sits and Re-takes

### Written Project Report with Presentation and Questioning

If the apprentice fails the project assessment method, they will be required to amend the project output in line with the IEPA's feedback. The apprentice will be given **4 weeks** to rework and submit the amended report.

### Interview Underpinned by Portfolio of Evidence

The interview will be carried out in the same way as the original assessment.

# Opportunities

Upcoming Works



## Apprenticeship Reforms

As we progress through Apprenticeship Reforms, we are seeking insights on Reformed Assessment Plans to inform our developments.

Typically, we have run group or 1:1 sessions covering:

- Assessment Methods
- Assessment Timing
- Resource Requirements
- Concerns or Barriers
- Support Expectations

As each draft plan is released, we are scheduling meetings specific to that standard. If you wish to be included for specific, or all standards, register interest with the Technical Advisor.

# Additional Information

Closing Slides

# Associate Vacancies

We are looking for occupationally competent Independent End-point Assessors (IEPAs) and Lead Independent End-point Assessors (LIEPAs) to conduct End-point Assessments, as the apprentice completes their training.

Areas include (but not limited to):

- Information Communications Technician
- Cyber Security Technologist
- Data Technician
- Digital Support Technician
- Network Engineer
- Software Developer / Software Development Technician
- Multi-channel Marketer

Check out our Associate Vacancies site for Person Specifications, Task Profiles and How To Apply.

Home | City & Guilds Associate Vacancies ([cityandguilds.com](https://www.cityandguilds.com))



# LinkedIn Group

We have a LinkedIn Group for all things Digital End-Point Assessment and Qualifications here at City & Guilds. We hope to continue to create a strong, supportive network with members from across centres, training providers and employers of all sizes. Asking questions and sharing of best practice is encouraged. The group will focus on information, resources and support for Qualifications and End-point Assessments.

To join, go to: <https://lnkd.in/e94Dy3uP> or scan the QR code below.



Join our Digital EPA and Qualifications  
LinkedIn Group

JOIN OUR GROUP



## Events

### Webinars

[General EPA Update – Tuesday 21<sup>st</sup> April – 14:00 – 15:00](#)

[General EPA Update – Wednesday 3<sup>rd</sup> June – 14:00 – 15:00](#)

[General EPA Update – Thursday 9<sup>th</sup> July – 14:00 – 15:00](#)

### Drop-ins

[Thursday 16<sup>th</sup> April – 09:00 – 12:00](#)

[Tuesday 12<sup>th</sup> May – 09:00 – 12:00](#)

[Tuesday 16<sup>th</sup> June – 09:00 – 12:00](#)

[Tuesday 7<sup>th</sup> July – 09:00 – 12:00](#)

Our [Updates and Webinars](#) page will update over time with additional events and all recordings and Slide Decks will be on this page.

# Contacts

City & Guilds supports providers through their Account Manager, EPA Partnership Managers, Customer Support and the Digital Sector team.



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**Technical Advisor – Digital**

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**Book time with me**

[Book Time](#)



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## About City & Guilds

City & Guilds is the global skills partner, empowering people, organisations and economies to develop the skills they need for growth. With almost 150 years of trusted expertise, we support people into work, help them develop on the job and move into the next job.

We work with Governments, employers, training providers, colleges and industry stakeholders to design and deliver high-quality training, qualifications, assessments and credentials that lead to meaningful career progression. We understand the life changing link between skills development, social mobility and success. Our solutions span critical sectors including construction, engineering, transport, energy and electrical, serving over 1 million learners annually.

Through our comprehensive portfolio of brands and trusted global network, we set industry-wide standards for technical, behavioural and commercial skills to improve performance and productivity. We believe you can achieve your potential - and we're here to help make it happen.

## Contact us

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