

Social Media and Digital Marketing - non-statutory (Wales)

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Framework information

Information on the Publishing Authority for this framework:

Skills CFA

The Apprenticeship sector for occupations in business and administration, customer service, enterprise and business support, human resources and recruitment, industrial relations, leadership and management, marketing and sales (also includes contact centres and third sector).

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This framework includes:

Level 3

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This framework is for use in: **Wales**

Short description

The purpose of this framework is to allow learners to develop the knowledge and competence skills required for working in social media and digital marketing roles. The framework will be available at Level 3 and is relevant for the following jobs:

- Social Media Assistant
- Social Media Consultant
- Social Media Analyst
- Digital Account Assistant
- Digital Marketing Assistant
- Digital Communications Officer
- Community Engagement Officer

Contact information

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Purpose of this framework

Summary of the purpose of the framework

Digital marketing and the use of social and digital media is a key part of business marketing strategies and practice today. The growth of this industry sector has seen a number of jobs advertised for social media experts. A survey of over 500 companies carried out by eConsultancy/Experian in early 2012 found businesses were planning on expanding their digital marketing presence and subsequent departments but felt the shortage of skilled workers in this area was preventing them from fully harnessing digital media. Businesses are looking for more digital marketing capability and capacity which is increasing the demand for skilled people in this sector. This framework is created to equip learners with the ability to understand, utilise and develop the skills needed whilst working in social media and digital marketing for business purposes. It also builds in transferable skills such as communication, team working, interpersonal skills and the ability to reflect on personal learning. Tasks may include creating and optimising content for the web, using digital and social media for marketing campaigns, key word optimisation, content management and website creation.

Social media is still young and we are in the 'early adopter' phase for companies. There are over 500 million active users on Facebook, 105 million registered users on Twitter and 75 million professionals on LinkedIn.

Businesses need the support of a skilled workforce to enable them to make the best use of this new marketing device.

The framework will contribute to meeting the skills priorities for Digital Wales and works across all nations to ensure the skills of the workforce match those required by business today.

The framework will also contribute to meeting the skills priorities in Wales by:

- incorporating skills to improve the levels of general literacy, numeracy and ICT in Wales; using technical and competence qualifications, valued by employers, to help their businesses grow.
- developing apprentices' employability skills, making them more attractive to all employers whichever career they choose.
- providing a career pathway into jobs and training to provide the skills which the economy needs to grow;
- building on the existing quality learning provision for the Business, Marketing, IT and many other sectors in Wales.

Aims and objectives of this framework (Wales)

The aim of this Apprenticeship framework is to provide employers in the public, private and not-for-profit sectors in Wales with a workforce who have the skills, knowledge and competency to support business systems, processes and services through social media so they can contribute to making businesses more efficient and productive. This framework has been created to help support the development of the specific skills needed for working in this sector.

The main objectives are to:

1. Build a competent workforce that can understand and utilise social media to develop and enhance business, providing organisations of all sizes across all sectors in Wales with the staff needed to increase productivity and efficiency.
2. Tap into the skills and talents of a diverse population by providing flexible entry routes into a career in social media and digital Marketing.
3. Equip individuals with the skills, knowledge and experience needed to undertake social media and digital marketing roles in a range of business settings.
4. Provide apprentices with an opportunity to develop the skills, knowledge and experience they will need for roles with additional responsibilities and onto further and higher education, if they wish to do so.

Entry conditions for this framework

Employers are looking to attract applicants who have a keen interest in social media and digital marketing. They expect applicants to demonstrate a "can do" attitude and have basic numeracy, literacy and IT skills on which the Apprenticeship will build.

Entrants will come from a diverse background and will come with a range of experience, age, personal achievements and, in some cases, prior qualifications and awards which may count towards the achievement of an Apprenticeship programme. Examples include learners who have:

- held a position of responsibility at school or college
- undertaken work experience or work placement experience
- completed the Duke of Edinburgh Award or similar award
- achieved GCSEs or A levels
- achieved Framework Awards, Certificates or Diplomas
- Welsh Baccalaureate
- undertaken a foundation apprenticeship from another sector
- achieved a (14-19) Foundation or Higher Diploma or related Diplomas in Business, Administration, Information Technology and Marketing

RULES TO AVOID REPEATING QUALIFICATIONS

Refer to the on and off the job training section for guidance about prior attainment and achievement. In the meantime, this is a short summary:

Processes exist to make sure that applicants with prior knowledge, qualifications and experience are not disadvantaged by having to repeat learning. Training providers and awarding organisations will be able to advise on the current rules for accrediting prior learning and recognising prior experience.

1. Essential Skills Wales.

- If applicants already have GCSEs in English, Maths and/or Information and Communications Technology (ICT) they still have to do the Essential Skills Wales at the relevant level as these are new qualifications and proxies do not exist.

2. Prior experience.

- Applicants already working in the sector will be able to have their prior experience recognised by the awarding organisation and this will count towards the competence and the knowledge qualifications in this framework.

Initial Assessment

Training providers and employers will use initial assessment to ensure that applicants have a fair opportunity to demonstrate their ability and to tailor programmes to meet individual

needs, recognising prior qualifications and experience.

Level 3

Title for this framework at level3

Apprenticeship in Social Media and Digital Marketing

Pathways for this framework at level3

Pathway 1: Social Media and Digital Marketing

Level 3, Pathway 1: Social Media and Digital Marketing

Description of this pathway

Social Media and Digital Marketing - Minimum 60 credits

This includes:

Level 3 Diploma in Social Media for Business - Minimum 42 credits

Level 2 Essential Skills (Wales) in ICT, English and Maths- Minimum 18 credits

Entry requirements for this pathway in addition to the framework entry requirements

There are no entry requirements for this pathway in addition to the general framework entry requirements.

Job title(s)	Job role(s)
Social Media Assistant	Manage and monitor online communities. Ensure effective customer conversation, communication and engagement is maintained. Co-ordinate and manage content, use the internet to promote and market, assist in integrating social media platforms.
Social Media Consultant	Work with businesses to promote, utilise and increase presence through social media. Creating social media strategies for business.
Social Media Analyst	Conducting and delivering social media related research and insight for clients through a combination of qualitative and quantitative research.
Digital Account Assistant	Copy writing and media placement, development of social media strategy, relationship management with the media and account management. Timeline and budgetary management.
Digital Marketing Assistant	Monitor social media marketing tactics, maintain corporate blogs, co-ordinate content development for blogs and online syndication, Research and build social media plans and content management.
Digital Communications Officer	Manage the implementation of communication and social media plans whilst maintaining and developing the intermediary marketing database and content management.
Community Engagement Officer	Seek out new and relevant content, formulating the content calendar, identify key bloggers and influencers. Devise bonding activity, creatively and proactively assist online users, identify and analyse issues, patterns and trends.

Qualifications

Competence qualifications available to this pathway

N/A

Knowledge qualifications available to this pathway

N/A

Combined qualifications available to this pathway

B1 - Level 3 Diploma in Social Media for Business

No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
B1a	600/4967/4	City & Guilds	42	257-420	N/A

Notes on competence and knowledge qualifications (if any)

Apprentices must complete the combined competence and knowledge qualification listed above.

11 Credits of underpinning knowledge will come from the mandatory units as follows:

Unit 301 Principles of Social Media within a Business R/503/9324 - 6 credits from all learning outcomes

Unit 302 Principles of Keywords and Optimisation M/503/9329 - 2 credits from learning outcomes 1,3 and 4

Unit 303 Social Networking Management for a Business Y/503/9325- 1 credit from learning outcome 2

Unit 304 Using Collaborative Technologies T/502/4380- 2 credits from learning outcomes 1,2 and 4

Transferable skills (Wales)

Essential skills (Wales)

	Minimum level	Credit value
Communication	2	6
Application of numbers	2	6
IT	2	6

Progression routes into and from this pathway

Progression onto this Apprenticeship may be from a wide number of routes due to the varying backgrounds and past academic including work related experiences of apprentices. Such routes will include having:

- achieved a Level 2 Foundation Apprenticeship in Business & Administration or Marketing.
- achieved a Level 2 Foundation Apprenticeship in IT Applications Specialist, IT User or IT Professional.
- achieved Welsh Baccalaureate.
- achieved Framework Awards, Certificates or Diplomas.
- achieved a (14- 19) Foundation or Higher Diploma.
- achieved GCSEs or A levels.

Learners may also progress onto the Apprenticeship without prior qualifications. Most learners progressing into the Social Media and Digital Marketing Apprenticeship may have some prior experience in this area, although this is not a formal requirement. All individuals should be judged on their own merits, experiences and capabilities.

Progression possibilities from the Apprenticeship in Social Media and Digital Marketing are (this list is not exhaustive):

- The Level 4 Higher Apprenticeship in Business and Professional Administration and IT.
- Further or higher education to undertake Business, Marketing and IT related qualifications,

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including Level 4 Higher Qualifications, Foundation Degrees and full Degrees.
- ILM Higher Level qualification in Team Leading and Management

UCAS points for this pathway: n/a

Delivery and assessment of employee rights and responsibilities

To achieve the Employer Rights and Responsibilities national outcomes the apprentice must demonstrate that he/she:

1. Knows and understands the range of employer and employee statutory rights and responsibilities under Employment Law. This should cover the apprentice's rights and responsibilities under the Employment Rights Act 1996, Equality Act 2010 and Health & Safety legislation, together with the responsibilities and duties of employers.
2. Knows and understands the procedures and documentation in their organisation which recognise and protect their relationship with their employer. Health & Safety and Equality & Diversity training must be an integral part of the apprentice's learning programme.
3. Knows and understands the range of sources of information and advice available to them on their employment rights and responsibilities. Details of Access to Work and Additional Learning Support must be included in the programme.
4. Understands the role played by their occupation within their organisation and industry.
5. Has an informed view of the types of career pathways that are open to them.
6. Knows the types of representative bodies and understands their relevance to their skill, trade or occupation, and their main roles and responsibilities.
7. Knows where and how to get information and advice on their industry, occupation, training and career.
8. Can describe and work within their organisation's principles of conduct and codes of practice.
9. Recognises and can form a view on issues of public concern that affect their organisation and industry.

The ERR component of the apprenticeship can be achieved through either:

a) the CFA ERR workbook, available from the CfA website (www.skillsca.org)

OR

b) a Framework Award in Employee Rights and Responsibilities qualification. For more information, please see the CFA FAQ on our website (www.skillsca.org)

The workbook has been designed to enable apprentices to work their way through a series of questions and activities which will bring ERR to life, making the learning more meaningful and

long lasting and enhance the employability skills of the apprentice.

Evidence of achievement of ERR

Training providers will be required to sign a declaration when claiming the Apprenticeship certificate, indicating that the ERR requirements have been satisfactorily completed by the apprentice and that the ERR requirements have been met. This declaration is included at the back of the ERR workbook and must be submitted as evidence to the CfA when claiming the Apprenticeship certificate.

The remaining sections apply to all levels and pathways within this framework.

How equality and diversity will be met

The Digital Wales report 2011 includes details of key recommendations for the Welsh Government to take forward as part of their digital remit in 2012. These included developing measures to:

- promote the use of creative digital skills by Small Medium Enterprise's (SMEs) in all industry sectors;
- improve digital literacy at all stages of education and across the general population;
- help stimulate demand and take-up of next generation broadband;

This framework is about creating the opportunities for learners to enhance and build digital skills allowing them to develop and support the Digital Wales recommendations. It will support the development of competence and knowledge in social media and digital marketing that will aid and encourage new entrants into this workforce, thereby ensuring fair access for all that apply for the programme. This apprenticeship is seen as a vital route to encourage, enhance and up skill individuals into social media and digital marketing. It offers no barriers to entry and intends to accommodate all learners regardless of gender, age, disability or ethnic origin.

The learning content required for the off-the-job learning can be delivered in a number of different learning styles to accommodate learner requirements.

It is expected that all employers and training providers comply with the Equality Act 2010 to ensure that applicants are not discriminated against in terms of entry to, and progression within the sector, using the protected characteristics of:

1. Age
2. Disability
3. Gender reassignment
4. Marriage and civil partnership
5. Pregnancy and maternity
6. Race
7. Religion or belief
8. Sex
9. Sexual orientation

Historically, in many sectors, employers have expected new entrants to be educated to at least degree level and, as a result, there is a large pool of untapped talent. This framework aims to support and encourage that untapped talent to enter this emerging industry sector. There are

no known or apparent workforce imbalances on the basis of gender or race.

The growth of social media and digital marketing has been rapid and the majority of users are self-taught therefore there is a lack of awareness of the level of skills held by the individual. This framework will support more formal training for this sector and broaden this workforce's knowledge and skills as this sector emerges and grows.

The diversity of the apprenticeship workforce reflects the social media and digital marketing workforce as a whole.

On and off the job training (Wales)

Summary of on- and off-the-job training

Guided Learning Hours can be attached to both the accredited and un-accredited parts of the Apprenticeship, and will include, for example, inductions, completion of the ERR workbook, reviews, training, the qualifications, career discussions, Essential Skills (Wales) and any other activities which help the apprentice gather the required skills and underpinning knowledge needed within their job role. It is recommended that a plan is developed at the outset of the Apprenticeship programme to determine how the Guided Learning Hours requirements will be met. It is also recommended that a record is kept of the guided learning hours completed by the learner.

Level 3 Apprenticeship in Social Media and Digital Marketing:

The minimum Guided Learning Hours (GLH) for the Level 3 Apprenticeship in Social Media and Digital Marketing is 533 hours.

Off-the-job training

Level 3 Apprenticeship in Social Media and Digital Marketing

The total off-the-job Guided Learning Hours for the Level 3 Apprenticeship in Social Media and Digital Marketing is 201 hours, made up as follows:

- 60 hours for Essential Skills Wales (20 hours per Skill).
- 85 hours (minimum) from the combined qualification.
- 20 hours for activities including inductions, ERR national outcomes.
- 36 hours of off-the-job coaching and mentoring to support the apprentice.

How this requirement will be met

Training hours delivered under an Apprenticeship agreement may vary depending on the previous experience and attainment of the apprentice.

The amount of off-the-job training required to complete the Apprenticeship under the Apprenticeship agreement may then be reduced accordingly, provided the total number of off-the-job hours for this framework can be verified for apprenticeship certification.

Previous attainment

Where a learner enters an Apprenticeship agreement having previously attained parts or all of the relevant qualifications, this prior learning needs to be recognised using either Framework credit transfer for achievements within the Framework ; or through recording certificated learning outside of the Framework, for example Principal Learning qualifications.

For apprentices who have already achieved the relevant qualifications, they must have been certificated within five years of applying for the Apprenticeship Certificate.

Previous experience

Where a learner enters an Apprenticeship agreement with previous work-related experience, this prior learning needs to be recognised [see Framework Guidance on Claiming Credit for further details]. To count towards Apprenticeship certification, previous experience must be recorded using the appropriate Awarding Organisation's CQFW 'Recognition of Prior Learning' (RPL) procedures and the hours recorded may then count towards the off-the-job hours required to complete the Apprenticeship.

For apprentices with prior uncertificated learning experience, the off-the-job learning must have been acquired within five years of application for the Apprenticeship Certificate or have been continuously employed in the relevant job role in the industry for three years duration.

Off-the-job training needs to:

- be planned, reviewed and evaluated jointly between the apprentice and a tutor, teacher, mentor or manager;
- allow access as and when required by the apprentice either to a tutor, teacher, mentor or manager;
- be delivered during contracted working hours;
- be delivered through one or more of the following methods: individual and group teaching, e-learning, distance learning, coaching; mentoring, feedback and assessment; collaborative/networked learning with peers, guided study and induction.

Off-the-job training must be formally recorded, either in a diary, workbook, portfolio, or be verified by attendance records. This evidence needs to be checked and signed by the assessor and employer.

Evidence of off the job hours

When claiming the Apprenticeship certificate, training providers will be required to sign a declaration as part of the Apprenticeship Certificate application form, stating that the total training hours have been met by the learner. Certificate application forms can be downloaded from **www.cfa.uk.com**.

On-the-job training

Level 3 Apprenticeship in Social Media and Digital Marketing

The total on-the-job Guided Learning Hours for the Level 3 Apprenticeship in Social Media and Digital Marketing is 332 hours, made up as follows:

- 120 hours for Essential Skills (Wales) (40 hours per Skill).
- 172 hours (minimum) from the combined qualification.
- 40 hours of on-the-job coaching and mentoring to support the apprentice.

How this requirement will be met

On-the job training is defined as skills, knowledge and competence gained within normal work duties.

These hours may vary depending on previous experience and attainment of the apprentice. Where a learner enters an Apprenticeship agreement having previously attained or acquired the appropriate competencies or knowledge, this prior learning needs to be recognised and documented using the relevant Framework credit transfer, Framework exemption or RPL procedures (as off-the-job above). The amount of on-the-job training required to complete the Apprenticeship under the Apprenticeship agreement may then be reduced accordingly, provided the total number of on-the-job hours for this framework can be verified for Apprenticeship certification.

Apprentices who commence training under a new Apprenticeship agreement with a new employer may bring a range of prior experience with them. When an apprentice can claim 25% or more hours towards the on-the-job framework total through prior learning acquired from previous full-time education, employment or other vocational programmes, then the apprentice's learning programme should include 'customisation'.

Training providers are encouraged to identify additional on-the-job training programmes that customise the learning to the new workplace. Customisation programmes may include:

- selecting appropriate additional Unit(s) from Framework qualifications, or relevant units recognised as Quality Assured Lifelong Learning [QALL] through a CQFW recognised body
- following Essential Skills at a level higher than that specified in the framework
- including one or more Wider Key Skills or other competency-based qualifications/units relevant to the workplace.

For apprentices who have already achieved the relevant qualifications, they must have been certificated within 5 years from the date of application for the Foundation

Apprenticeship/Apprenticeship Certificate or have been continuously employed in the industry for three years. Job roles within Business & Administration require a thorough level of technical competence and knowledge, which will be undertaken through work-based training, practice and experience.

On-the-job learning must be formally recorded, either in a diary, workbook, portfolio, or be verified by attendance records. This evidence needs to be checked and signed by the learner and assessor.

Evidence of on the job training hours

When claiming the Apprenticeship certificate, training providers will be required to sign a declaration as part of the Apprenticeship Certificate application form, stating that the total training hours have been met by the learner. Certificate application forms can be downloaded from **www.cfa.uk.com**.

Wider key skills assessment and recognition (Wales)

Improving own learning and performance

The Wider key Skills are already covered within the core elements of the Apprenticeship qualifications. No additional Wider key skills delivery is required.

Working with others

The Wider key skills are already covered within the core elements of the Apprenticeship qualifications. No additional Wider key skills delivery is required.

Problem solving

The Wider key skills are already covered within the core elements of the Apprenticeship qualifications. No additional Wider key skills delivery is required.

Additional employer requirements

There are no additional employer requirements.

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