




Apprenticeship standard (England only)

Digital Marketer

Industry: Digital

City & Guilds code: 9648-74

 **Typical duration:** 18 months
 **Maximum funding:** £11,000*
 **Level 3**

*Funding information accurate as of March 2019. For the most up-to-date information, check the [IfA website](#).

About this standard

This standard replaces the Social Media for Business and Digital Marketing SASE frameworks and units.

About the role

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.



On-programme: what apprentices need to learn

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.

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. City & Guilds has three knowledge qualifications available that can be used on-programme. These are: Level 3 Award in Principles of Coding (9628-11), Level 3 Certificate in Principle of Online and Offline Marketing (9628-12) and Level 3 Certificate in Digital Marketing Business Principles (9628-13).

The apprentice must develop a range of behaviours:

- logical and creative thinking skills
- a thorough and organised approach
- analytical and problem-solving skills
- ability to work with a range of internal and external people
- ability to work independently and to take responsibility
- ability to communicate effectively in a variety of situations
- use of initiative
- maintain productive, professional and secure working environments

Refer to the [IfA website](#) for further detail on the standard and assessment plan..

City & Guilds has developed teaching and learning materials to support employers and learning providers to deliver on and off-the-job learning for this standard. For more information, visit our webpage for digital marketer [here](#)



Gateway requirements

Before you can book end-point assessment, the provider and employer sign off that the apprentice will be ready for EPA.

For this standard, the employer and provider will need to sign a declaration to agree the apprentice shows evidence of the relevant knowledge, skills and behaviours as set out in the standard. 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).

As part of our EPA service, City & Guilds will check all gateway evidence before the EPA event so you can have the confidence that the apprentice is ready for EPA.





End-point assessment (EPA): how apprentices demonstrate their learning

As defined in the assessment plan, the 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.

Our assessment delivery:

Our virtual assessment service gives you access to a bespoke CloudShare platform with all the right controls and features in place for watertight and rigorous assessment of the synoptic project



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.

Our assessment delivery:

Reviewed externally by the assessor



Employer 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.

Our assessment delivery:

Reviewed externally by the assessor



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.

Our assessment delivery:

Via our online video conference platform.

City & Guilds will allocate a skilled and experienced professional to assess the apprentice objectively against the standard. All assessments are standardised and quality assured.

To help you prepare apprentices and ensure they feel ready for assessment, we have created a suite of preparation resources, including:

- **End-point assessment pack:** details behind the standard and assessment plan, guidance on EPA tasks and grading, procedures for re-sits, timelines, venue and resource requirements for EPA. It is important that you are familiar with this information.
- **EPA preparation tool:** Personalised login for each apprentice with useful learning resources relevant to the assessment skills

required for their standard, ensuring they feel ready for their EPA experience.

- **Recording forms:** supporting you to complete key stages of EPA readiness, we have prepared forms to give you peace of mind and confidence that everything is covered.
- **LIEPA report:** A report produced by our lead independent end assessor (LIEPA) with insight into the EPA results for this standard and findings across all centres. These reports can help you refine your delivery to improve success rates.
- Our dedicated **EPA customer success team** will be on hand to support you through your EPA journey and can be contacted at epasupport@cityandguilds.com



Apprenticeship certification

As well as receiving their Institute for Apprenticeships (IfA) apprenticeship certificate, the apprentice will receive a City & Guilds statement of achievement for end-point assessment.

Why choose City & Guilds?

Personal support: Our dedicated EPA customer success team, Technical Advisors, Business Managers and Customer Service teams are on hand to help you throughout your apprenticeship journey.

Teaching tools and resources: All of our resources are mapped comprehensively to the standard and designed to draw out the skills, knowledge and behaviour apprentices need so they are confident for assessment and you know that everything is covered.

EPA support resources: Our specially created EPA resources will help you to prepare apprentices and ensure a smooth booking process.

EPA delivery: We are growing our EPA service, using new technologies to enhance the delivery and management of EPA.

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

Events and webinars: We deliver a range of events and webinars run by industry specialists to advise and guide you.

Progression: The journey never stops and we're committed to helping learners progress into a job, develop on the job and move into the next job. Visit our website cityandguilds.com for our wider offering in this sector and information about leadership and management apprenticeships.



More information

If you're a City & Guilds centre, visit Walled Garden or contact your Business Manager for prices and any further information.

If you're a new customer, contact apprenticeships@cityandguilds.com to find out more.

Or visit cityandguilds.com/apprenticeships for full information on our apprenticeship products and services.

Visit i-l-m.com/apprentice for information on management apprenticeships.