

## End-point assessment venue and resources list

### 9648-74 Digital Marketer, Level 3

This document lists the requirements for the end-point assessment (EPA). These may include:

- venue specifications
- IT requirements
- tools
- resources
- physical resources.

If you don't meet these requirements, it may not be possible to assess your apprentice properly and the EPA event may have to be cancelled. You will still be charged.

Please read through this list carefully and share with colleagues who may be needed to help meet the requirements. Remember that we're here to help you, if you have questions not answered here or in the assessment plan, you can talk to your business manager or email [apprenticeships@cityandguilds.com](mailto:apprenticeships@cityandguilds.com).

### End-point assessment

The focus of the EPA is for the apprentice to demonstrate the values, knowledge, skills and behaviours set out in the apprenticeship standard and to be able to demonstrate this level of professional competence in authentic workplace contexts.

EPAs are formal summative assessments that conclude an apprenticeship programme. Each apprenticeship will be assessed in a number of ways to provide a clear indication of the apprentice's knowledge and skills. For this apprenticeship the following assessment methods need to be achieved:

- employer reference
- summative portfolio
- synoptic project
- interview with an independent end-point assessor (IEPA)

### Remote assessment

Remote assessment is live assessment that is supported by technology where the IEPA and the apprentice are not in the same physical location when the assessment takes place.

For this apprenticeship the following assessments can be conducted remotely

- Interview with an independent end-point assessor

For more detailed information around the conditions and requirements that must be met for remote assessment please refer to the **Manual for the End-Point Assessment Service**.

## Resource required

## Synoptic project

A quiet room with adequate lighting, space and privacy. It must be away from the pressures of work activities, in a controlled environment. This may be on or off the employer's premises.

A responsible person to supervise the assessment activity during its entirety.

### Campaigns Executive

- Apprentices will be able to use their own or work pay-per-click (PPC) account for the campaign implementation part of this synoptic project.
- Please note that if the centre or employer provides a PPC account for this project, the apprentice must have sufficient admin access to be able to set up campaigns, run live ads and download reports for the duration of the project
- Employers may need to provide PPC campaign costings. For example, training providers can currently benefit from a £75 Google Adwords voucher when spending at least £25 on an ad campaign
- The campaign will require a suitable landing page, website or microsite that users will arrive at when they click the ads
  - An appropriate live company website can be used with prior permission
  - An assessment-specific temporary landing page can be created (eg via WordPress) by the employer who is responsible for the creation, maintenance and costing
  - A temporary assessment-specific landing page can be created using Google Sites <https://sites.google.com/>
- Computer with Internet connection
- Text or word processing software (Microsoft Word or equivalent)
- Presentation software (Microsoft PowerPoint or equivalent)

### Email Marketing Executive

- Computer with stable internet connection
- Image manipulation software (Photoshop, GIMP, or equivalent)
- No site restrictions that would prevent access to assessment
- Google documents or Microsoft PowerPoint
- A provided campaign data set that details the success of the email campaign
- A provided logo for use during assessment

### SEO Executive

- Computer with stable internet connection
- Login details to access a newly installed WordPress website
- Image manipulation software (Photoshop, GIMP, or equivalent)
- Text or word processing software (Notepad, Word or equivalent)
- Access to the Google Merchandise website metric data in Google Analytics  
Guidance on use is located here  
<https://support.google.com/analytics/answer/6367342?hl=en>
- A Google account is required

### Social Media Executive

- Computer with stable internet connection
- Login details to access a newly installed WordPress website
- Image manipulation software (Photoshop, GIMP, or equivalent)
- Text or word processing software (Notepad, Word or equivalent)

## **Interview with an IEPA**

A suitable room for the interview to take place, large enough to accommodate all those involved including panel member where applicable

Seating area or room for any other apprentices to wait

Access to water and cups

Where applicable, internet access and suitable equipment for remote assessment as outlined in the Manual for the End-Point Assessment Service