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| Level 3 Digital Marketer Apprenticeship(9648-74) |

**Version 1 August 2018**

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1. Introduction

### What is in this document

Recording forms to be used by End-point Assessment customers/Employers/Training providers

* Gateway declaration form
* Declaration of Authenticity form
* Employer reference form.

This document must be used alongside the Assessment Pack for Centres/ End-point Assessment Customers.

### How to use forms

Centres / End-point assessment customers / Employers / Training providers must use the forms provided by City & Guilds in the format laid out in this document.

**Gateway form**

This must be completed with the Apprentice and submitted to City& Guilds as part of the end-point assessment booking process

**Declaration of Authenticity**

This must be completed by the Apprenticeship for either the synoptic project assessment work or for some aspects of the summative portfolio (where relevant).

End-Point Assessment Gateway Declaration Form

Please complete this form to confirm that all parties are satisfied that the apprentice has met the gateway requirements and can be put forward for end-point assessment (EPA) with City & Guilds.

|  |  |  |  |
| --- | --- | --- | --- |
| Apprenticeship Standard | Level 3 Digital Marketer | Start date |  |
| **Apprentice****name** |  | **Enrolment** **number** |  |

Apprentices must achieve:

* **Two** regulated knowledge qualifications from the list below, assessed through multiple-choice on-screen exams; and
* **One** vendor or professional qualification (or its direct replacement) from the list below. Achievement of one of the vendor or professional qualification will exempt the apprentice from the corresponding regulated knowledge qualification.

They will also have Level 2 Mathematics and Level 2 English qualifications (or relevant equivalent) obtained either during or before their apprenticeship.

|  |  |
| --- | --- |
| **Entry requirement(s)** | **Achieved (Yes/No)** |
| 9628-11 Level 3 Award in the Principles of Coding **OR** one of the vendor/professional qualifications |  |
| * MTA HTML 5
 |  |
| * CIW – Site Development Associate
 |  |
| 9628-12 Level 3 Certificate in the Principles of Online and Offline Marketing **OR** one of the vendor/professional qualifications |  |
| * Google Squared
 |  |
| * CIM (CIM level 4 award in Digital Marketing)
 |  |
| * Dot Native
 |  |
| * CIW – Internet Business Associate
 |  |
| 9628-13 Level 3 Certificate in Digital Marketing Business Principles**OR** one of the vendor/professional qualifications |  |
| * Google Analytics IQ
 |  |
| * CIM (CIM level 4 award in Digital Marketing)
 |  |
| * CIW – Data Analytics
 |  |
| * CIW – Social Media
 |  |
| * Dot Native
 |  |
| * Google Squared
 |  |
| Level 2 (or equivalent) Maths  |  |
| Level 2 (or equivalent) English |  |

Providers must submit evidence of achievement to us for each gateway requirement. It is the provider’s responsibility to keep auditable evidence of these requirements. Without appropriate evidence, we will not be able to complete your booking or carry out the EPA. Customers may still be charged.

|  |
| --- |
| **Any previous End-Point Assessments** |
| Has the apprentice taken any assessments as part of the EPA for this apprenticeship standard with any other EPA organisation? | Yes/No |
| **If yes**  |
| Which EPA organisation was this? |  |
| What was the date(s) of the EPA? |  |
| What grade(s) was issued, eg fail/pass/merit/distinction? |  |

**Employer and provider declaration:**

**I confirm that the gateway meeting has been carried out to confirm that the apprentice:**

**1. Has achieved all EPA gateway requirements as listed above and has the knowledge, skills and behaviours required by the apprenticeship standard and is eligible for EPA.**

**2. Has been employed throughout their apprenticeship.**

**3. Will have completed a minimum of 12 months and 1 day on-programme before the first EPA assessment with City & Guilds.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Employer** |  | **Date** |  |
| **Training Provider (if appropriate)** |  | **Date** |  |

**Apprentice declaration:**

**I confirm that I have gone through a gateway process to check that I am eligible for EPA.**

**I give City & Guilds permission to apply to the ESFA and the Institute for Apprenticeships for the apprenticeship certificate on my behalf when I complete EPA**

|  |  |  |  |
| --- | --- | --- | --- |
| **Apprentice** |  | **Date** |  |

Providers should submit the completed form to us through the EPA portal. Please refer to the [Manual for the End-Point Assessment Service](https://www.cityandguilds.com/~/media/cityandguilds-site/documents/apprenticeships/manual-for-the-end-point-assessment-service%20pdf.ashx) for details, including timeframes.

**Level 3 Digital Marketer Apprenticeship**

Assessment 704/754: End-Point Assessment – Holisitc declaration of authentication

|  |  |  |  |
| --- | --- | --- | --- |
| Apprenticename | Apprentice Name | Enrolment number | 1234567 |

**Apprentice declaration:**

**I confirm that all work submitted is my own, and that I have acknowledged any sources I have used.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Apprentice** | Signature  | **Date** | DD/MM/YY |

**Tutor/Assessor declaration:**

**I confirm that all work was conducted under conditions designed to assure the authenticity of the Apprentice’s work, and am satisfied that, to the best of my knowledge, the work produced is solely that of the Apprentice**

|  |  |  |  |
| --- | --- | --- | --- |
| **Tutor/Assessor** | Signature  | **Date** | DD/MM/YY |

### Employer Reference Form

|  |  |  |  |
| --- | --- | --- | --- |
| Apprenticeship Standard Title |  | Start date DD/MM/YY |  |
| **Apprentice****name** |  | **Enrolment** **number** |  |

Please give your assessment of the apprentice’s performance against the following criteria:

|  |  |
| --- | --- |
| **Criteria** | **Commentary/Evidence** |
| Skills the apprentice has displayed |  |
| How the apprentice has used the knowledge |  |
| How the apprentice has carried out their duties | Please continue on a separate sheet if required |

**Employer declaration:**

**I confirm that the above statements are accurate for this apprentice and are based on the occupational brief for this apprenticeship as published on the Tech Partnership website. Any additional documentation to support these statements is attached. I confirm that the apprentice has reach a standard to meet the requirements in the above named standard and has produced work independently which is included in the portfolio submission.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Employer**  | Name & Signature | **Date**  | DD/MM/YY |
| **Job Title and contact details** |  |
| **Professional relationship to apprentice** |  |