



The British Institute
of Recruiters

Digital Marketer

Apprenticeship Standard for Level 3

**Including Dot Native, Google Analytics &
CIW – Site Development Associate**

Bespoke Digital Marketing Content

Our Digital Marketer Level 3 contains engaging and relevant content to support you with the latest development and trends across the Digital Marketing industry. This includes external certified qualifications alongside a robust training schedule with high quality content designed by our trainers, who are experts in this field.

Who is it for?

Digital Marketing Assistant, Digital Marketing Executive, Digital Marketing Co-ordinator, Campaign Executive, Social Media Executive, Content Co-ordinator, Email Marketing Assistant, SEO Executive, Analytics Executive, Digital Marketing Technologist.

The Digital Industries Apprenticeship Standards have been designed by the industry for apprentices employed in a wide variety of different organisations in the public, private and voluntary sectors. This can include various sized IT Business to non-IT business who have a handful of roles within the digital marketing areas.

The actual job role of the apprentice will vary significantly from one employer to the next.



Key Responsibilities may include

The primary role of a digital marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention. A digital marketer will typically be working as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. The marketer will work to marketing briefs and instructions.

How you will learn

You learn using a perfect blend of face to face and online training. L&D trainers will come to your workplace or deliver electronic based training sessions to support you each month. The course is perfect for those who wish to minimise disruption to their working day. With just a few hours a week you will enjoy rich learning that will positively impact how you work. Online material and courses are also provided using our state of the art distance learning platform called StudyCourse. Studycourse helps you stay on track and manage your learning experience, making it enjoyable and easy to follow.

The British Institute of Recruiters will also grant Fellow status (fBloR) to you, with a years free membership when you complete the course.

You will also earn your Dot Native Certificate, CIW Site development associate and Google Analytics IQ qualifications as part of the Standard.

Introduction

The duration of this apprenticeship is typically 18 months although the exact duration will depend on previous experience by the individual. This standard is for someone who is able to work across a range of digital platforms to deliver an overall marketing plan or campaign to drive business objectives. They will need to take responsibility for delivering plans to timescales and showing strong evaluation and problem solving skills.

This standard has been designed to provide access for development opportunities for as wider range of individuals as possible. So whether you are just starting your career or have vast experience within the role this standard will support your areas of development and allow you to improve your skills and knowledge as required.

The assessment approach is critical being robust, challenging and testing, and will ensure that you meet the skills, knowledge and behaviour outcomes as defined in the standard,



whichever Training Provider is delivering the standard, and whichever Independent Assessment Organisation undertakes the End Point Assessment.

The approach has been designed to be:

- **Appropriate, relevant, and feasible in a wide range of contexts**
- **Consistent across these contexts**
- **Affordable and Manageable based on the number of potential learners**

Summary of Assessment

On-programme learning should ensure that the apprentice has the opportunity to develop the skills, knowledge and behaviours required; each individual employer will determine how this is delivered in line with the Standard and Assessment Plan.

It is recommended but not required that this comprises of:

Regular performance reviews with training provider and employer.

Development of portfolio evidence including assignments, evidence of tasks, demonstrations and three detailed campaigns.

Achievement of the accredited Dot Native, CIW-Site Development Associate and Google.

Analytics qualifications.

Achievement of the Ofqual regulated knowledge modules.

Observations (by the training provider).

Ongoing professional discussions between the apprentice and training provider relating to projects and assignments.

Feedback from the line manager, direct reports and peers.

The apprentice must maintain a portfolio of evidence of their on-programme work to be used for reference at the End Point Assessment stage.

Technical knowledge and understanding is assessed on programme through a combination of Ofqual-regulated Knowledge Modules and specified vendor and professional qualifications. These must be passed before the end point assessment can take place.



The Training Provider and the line manager/mentor should discuss the apprentice's progress on regular occasions to ensure there is an integrated approach when assessing practical skills throughout the continual on-programme period. The Training Provider will work with the employer to ensure ongoing progress reports are created for the apprentice.

The decision to Gateway to the End Point Assessment will be taken by the line manager (employer) and apprentice with input from the Training Provider.

Synoptic End Point Assessment

The End Point Assessment will test the entire standard and will be undertaken as follows:

- **A portfolio** – containing evidence from real work projects which have been completed during the apprenticeship and must contain a minimum of 3 detailed campaigns across different media platforms. Taken together these cover the totality of the standard which is assessed as part of the end point assessment
- **A project** - giving the apprentice the opportunity to undertake a business-related project over a one-week period away from the day to day workplace
- **An employer reference** – detailing competency within the role and new skills and knowledge learned.
- **A structured interview with an assessor** - exploring what has been produced in the portfolio and the project as well as looking at how it has been produced

The End Point Assessment requires apprentices to demonstrate they have achieved the standard.

On-programme assessment

Regular Assessment involving employer and training provider.

Development of a portfolio demonstrating learning and development within the workplace
Successful completion of Dot Native, CIW - Site Development Associate and Google Analytics Qualifications

Successful achievement of the Ofqual-regulated Knowledge Modules



Gateway to End Point Assessment

Employer and training provider agree the apprentice meets the requirements of the standard
Involving a range of assessment tools:

- Assessment of Portfolio evidence
- Competency Based Interview
- Practice Projects
- Professional Discussion

Successful individuals gain

- An industry designed apprenticeship
- Individual accredited qualifications
- Option for professional registration with relevant professional body

Assessment overview, area, assessed by (No weighting within digital marketer holistically assessed)

Summative Portfolio - Provides evidence against the totality of the standard, based on the application of knowledge, competence and behaviours to real work projects in the work environment. This is key to ensure the validity of the final assessment decision. – Independent Assessment Organisation

Employer Reference - Provides the employer's perspective on how the apprentice has performed in the workplace and how they have applied their knowledge, competencies and behaviours in work projects. - Independent Assessment Organisation

Synoptic Project - Provides evidence against a selected set of knowledge, competencies and behaviours against a pre-defined project undertaken in a controlled environment. This is key to ensure consistency and comparability, increasing the accuracy of the assessment decision. - Independent Assessment Organisation

Interview - Provides an opportunity for further evidence to be gathered and/or evidence to be explored in more detail against any of the knowledge, competence or behaviours. This also increases accuracy and validity. - Independent Assessment Organisation



On Programme Assessment

This is typically an 18 month apprenticeship with an integrated approach to the assessment of knowledge skills and behaviours.

The on programme assessment approach will be agreed between the training provider and the employer. The assessment will give an ongoing indication of performance against the final outcomes defined in the standard. The training provider will need to prepare the apprentice for end point assessment, which may include preparation for the interview, collation of the portfolio and development towards the set project.

The programme will cover the breadth and depth of the standard using suggested on-programme assessment methods that integrate the knowledge, skills and behaviour components, and which ensure that the apprentice is sufficiently prepared to undertake end point assessment.

The on programme assessment includes:

- Regular performance reviews with training provider and employer
- Development of portfolio evidence including assignments, evidence of tasks, campaigns and demonstrations
- Completion of the accredited Dot Native, CIW – Site development associate and Google Analytics qualifications
- Achievement of the OfQual regulated knowledge tests
- Observations (by the training provider)
- Ongoing professional discussions between the apprentice and training provider relating to projects and assignments
- Feedback from the line manager, direct reports and peers.

The portfolio evidence will demonstrate the skills, knowledge and behaviours learned and applied. Assessment will monitor ongoing performance of the apprentice and the training provider and employer must support the apprentice and provide guidance as required.

Apprentices without a level 2 or equivalent Maths and English qualification will need to achieve this prior to taking the end-point assessment. It is also recommended that the apprentice is supported to become digitally literate throughout the duration.

The programme and assessments will be clearly mapped to standard by the training provider to show the outcome will be met.



Assessment Gateway

The line manager (employer) will make the decision as to when the apprentice is ready, based on their being competent and performing in their role. This decision will be supported by input from the training provider.

End Point Assessment

Following the successful completion of the Gateway, the training provider will submit the candidates details to the Independent Assessment Organisation.

What will be assessed?

The knowledge, skills and behaviours required of a Digital Markter as set out in the standard will be assessed during the End Point Assessment.

How will it be assessed?

Summative portfolio

In the summative portfolio apprentices present evidence from real-work projects, illustrating the application of all the knowledge, skills and behaviours set out in the standard. This is produced towards the end of the apprenticeship with evidence from projects that have been completed. The portfolio is assessed as part of the end point assessment, and is not formally assessed whilst on programme. The portfolio is not evidence that the learning has taken place, but is evidence that the apprentice has applied that learning in a holistic and coherent way.

The evidence contained in the portfolio will comprise a small number of complete and/or discrete pieces of work which, together, cover the totality of the Standard. It will showcase their very best work, enabling them to demonstrate how they have applied their knowledge and understanding in a real-work environment to achieve real-work objectives. Employers and training providers will assist the apprentice to assemble their portfolio to ensure that the summative portfolio is complete, that it covers the totality of the Standard and has been done to a satisfactory standard.

Synoptic project

The synoptic project presents evidence from a business-related project testing the application of a selection of the knowledge, skills and behaviours defined in the standard. Each project will specify which selection of knowledge, skills and behaviours it is designed to test. The project does not need to cover every competence, but must cover a broad breadth of the competence outcomes, including the definition, design, build and implementation of a digital campaign across a variety of on-line and social media platforms.



The project is designed to assess apprentices in a consistent way, irrespective of their particular workplace and their particular role within their company, and must therefore be completed outside of day-to-day work pressures.

Each project will take, typically, four working days to complete. Apprentices will complete their project off-the-job, so that they are away from the day to day pressures of work and in a 'controlled' environment, which may be on the employer's premises or the training provider's premises. The synoptic project is assessed by an independent assessor who makes their own judgement on the quality of the work, based on the defined knowledge, skills and behaviours it is testing against the standard.

Employer Reference

The employer will provide a reference setting out their views of the quality of the apprentices work.

The Assessment Organisation will provide guidance and a simple template seeking employers' comments against the grading minimum standards, criteria and depth. The employer will not be asked to grade or provide a rating.

Interview

The interview is a structured discussion between the apprentice and their independent assessor, focusing on the summative portfolio and the synoptic project, with reference to the employer reference as appropriate. It covers both what the apprentice has done in terms of the standard of their work, and also how they have done it. This enables the end point assessment to include the full range of technical knowledge and competencies as well as the underpinning skills, attitudes and behaviours.

The purpose of the interview is to:

- Clarify any questions the independent assessor has from their assessment of the portfolio and the project;
- Explore any comments raised in the employers reference
- Confirm and validate judgements about the quality of work;
- Explore aspects of the work, including how it was carried out, in more detail;
- Provide further evidence for the independent assessor to make a holistic decision about the grade to be awarded.



The interview will cover:

- What they submitted in the portfolio
- What they produced in the project
- The standard of their work, as evidenced in the portfolio and the project
- How they approached the work submitted in the portfolio and the project

The interview can draw on broader experience from the workplace, but the initial and the primary focus is on the work presented in the portfolio and the project.

Who will assess it?

The selected Independent Assessment organisation will be responsible for all aspects of the End Point Assessment.

The Portfolio, Project and Interview are reviewed against the standard, to ensure that the apprentice has demonstrated the full range of skills, knowledge and behaviours detailed in the standard. During this process the independent assessor will be able to ask for further information from the apprentice, employer or training provider if required.

The End point Assessment comprises a range of assessment methods to build in rigour and ensure that all components of the standard have been fully tested and met. Guidance will be provided on possible Learning Outcomes and Assessment Criteria.

There will not be a panel of assessors – there will only be one independent assessor involved and they will make the final decision as to whether the standard has been met or not and the apprentice has passed.

End Point Assessment – Final Judgement

The Independent Assessor will make the final judgement as to whether the apprentice has fully met the requirements of the standard.

The Independent assessor will be from an organisation that is on the Register of Apprentices Assessment Organisations. It is expected that there will be a number of different organisations on the Register able to undertake the End Point Assessment.



End Point Assessment – Grading

The independent assessor will undertake the final assessment and grading. Marks will be allocated across the areas being assessed with a maximum possible mark of 100.

Grading takes place at the end of the apprenticeship, following the end point assessment. The output is a single grade: pass, merit or distinction for the entire apprenticeship.

Grading is done by the independent assessor, based on a holistic view of the apprentice's work and as evidenced through each of the methods of end point assessment.

Whilst the assessor may have some sense of the likely or potential grade, this initial and partial assessment conclusion is not communicated as the grading decision cannot be made before all the evidence has been assessed, including the evidence gained at the interview.

The interview enables the outputs from the project and the portfolio to be explored in more detail – in terms of what was produced and how it was produced, and to address the questions previously identified and to validate, test and amend initial assessment conclusions. There is one grade – and none of the elements are graded separately.

Grading criteria

There are three sets of criteria on which the assessment and grading is made. The three criteria are

- 1. The What: what the apprentice has shown they can do,**
- 2. The How: the way in which the work has been done**
- 3. The With Whom: The personal and interpersonal qualities the apprentice has brought to all their work relationships**

Each of these three criteria has minimum (expected) requirements, which must be satisfied for a pass. Each of these criteria has a number of dimensions which should be considered to determine if the apprentice is significantly above the minimum (expected) level of quality in this occupation. That is, for each of the three criteria there are two levels: the expected level (as defined in the minimum requirements) and a level that is significantly above this.



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