

# DIGITAL MARKETER

£ Funding Band: 14 (£11,000)
🕒 Duration: 18 months
📊 Level: 3
★ LARS: 78
📄 Standard N°: ST0122

## 1. THE APPRENTICESHIP

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 work as part of a team and 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 and will normally report to a Digital Marketing Manager, a Marketing Manager or an IT Manager.



**“**  
**WE ARE HERE**  
**TO HELP**  
**APPRENTICES**  
**BEE WHAT THEY**  
**WANT TO BEE**

## 2. ON-PROGRAMME

The Apprentice must have completed all on-programme elements in order to begin End-Point Assessment:



**Knowledge Modules**



**One internationally-recognised vendor/professional qualification**



**20% Off-the-Job Training**



**Functional Skills\***  
Level 2 English and Maths



**Employer Reference**



**Portfolio**  
with Mapping and Tracking Form

### Functional Skills\*

All Level 3 or higher Apprenticeship Standards require the Apprentice to have successfully completed Level 2 Functional Skills in both English and maths qualifications (or equivalent) in order to progress through Gateway to undertake End-Point Assessment.

## 3. GATEWAY

In order to enter the Gateway phase, the Apprentice will need to have achieved all the relevant Knowledge, Skills and Behaviours set out in the Apprenticeship Standard. After a meeting between the Apprentice, Employer and Training Provider, it will be the Employer's decision to place an Apprentice through End-Point Assessment.

The Apprentice must have completed all on-programme elements in order to begin End-Point Assessment.

### Resources

Training Qualifications UK has developed a range of resources for this Apprenticeship Standard to help the On-Programme Assessor and Apprentice to understand and complete Gateway and each End-Point Assessment component.



As an End-Point Assessment Organisation (EPAO), Training Qualifications UK is required to see evidence of an Apprentice completing the relevant Functional Skills qualification assessments where necessary in order to verify Gateway requirements have been met. To find out what evidence Training Qualifications UK will accept for this Apprenticeship Standard, see our **Level 3 or Higher Apprenticeship Functional Skills guidance** on Verve EPA under the Support Materials.

## 4. END-POINT ASSESSMENT

The synoptic End-Point Assessment will consist of **four** components.



### Summative Portfolio

The Summative Portfolio is a collection of the best evidence the Apprentice has to demonstrate all the requirements of the standard.

For the Apprentice to achieve a Pass, the Portfolio must cover the totality of the standard.

The Portfolio will be submitted at Gateway.



### Employer Reference

The Employer will provide a reference setting out their views of the quality of the Apprentice's work.

The Employer Reference will be submitted at Gateway.



### Synoptic Project

The Apprentice will complete a Synoptic Project chosen by their Training Provider and Employer from the selection of Project Briefs created by Training Qualifications UK.

The Project will be completed over four working days and submitted to the End-Point Assessor.



### Interview

The Interview will be the final assessment method as it draws upon the submissions made for the previous three assessment methods.

The questions asked will allow the End-Point Assessor to further explore aspects of the work submitted in order to make a holistic decision about the grade to be awarded.

The interview will last 60 minutes (+10% variance).

## 5. GRADING

Assessments in this standard are not individually graded; a single holistic grade will be awarded based on the collective evidence produced and assessed during the entirety of the End-Point Assessment.

What	How	With Whom	GRADE
Minimum Requirement	Minimum	Minimum	Pass
		Significantly Above	Pass
	Significantly Above	Minimum	Pass
		Significantly Above	Pass
Significantly Above Requirement	Minimum	Minimum	Pass
		Significantly Above	Merit
	Significantly Above	Minimum	Merit
		Significantly Above	Distinction

## 6. APPRENTICESHIP CERTIFICATION

Once the End-Point Assessor verifies the Apprentice has successfully completed all the End-Point Assessment components, Training Qualifications UK will initiate the certification process. Working with the Education & Skills Funding Agency, we will ensure the Apprentice receives their certificate in recognition of completing their apprenticeship.

## 7. OCCUPATIONAL COMPETENCE

This apprenticeship is recognised for entry on to the Register of IT Technicians and those completing their apprenticeships are eligible to apply for registration.

Completion of the apprenticeship would also allow access to join as an Affiliate (Professional) member of the CIM (Chartered Institute of Marketing) and/or Associate membership of BCS.

### Why choose Training Qualifications UK?

We're an End-Point Assessment Organisation for the 21st Century. While some are happy with traditional methods, we look for new ways of working to push the industry, our customers and their Apprentices forwards. We do this with a personalised approach to account management built around your needs, quick and responsive service that aims to respond to enquiries within 24 hours, and innovation that delivers efficiency through technology.

### With us, you'll get:

1. Expert, tailored End-Point Assessment support
2. Assessor and Apprentice learning resources
3. Access to our straightforward Apprentice management system, Verve EPA
4. A clear and fair pricing structure
5. Marketing and social media support to share your success

### More Information

For more information on this Apprenticeship Standard, visit [The Institute for Apprenticeships](https://www.tq.uk). Already working with Training Qualifications UK? Contact your dedicated Client Relationship Officer to find out more about this Standard and others. If you're new to Training Qualifications UK, you can get in touch through the below channels.

☎ 03333 583 344 @epasupport@tq.uk.org 🏠 epa.tq.uk.org

