Digital and IT Skills

General Support

03 June 2024

Housekeeping



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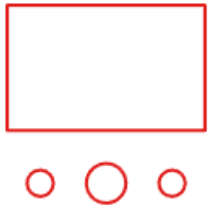
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Questions

Please add your questions into the question function on the control panel. Will we endeavour to answer all questions.



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Digital Standards

Assessment Comments

Assessment Comments

Digital Support Technician

- 15-20 minutes presentations the ideal
- There is 45 minutes assigned to the assessment method – Presentation and minimum 8 questions – the above suggested presentation length allows for sufficient question and answer to take place.

General Comments

- Devices – ensure the device the apprentice intends to use for questioning is suitable – look to be prepared and join prior to the intended start time to ensure you can access GoTo.



LIEPA Reports

Our LIEPA Reports are now available from EPA Pro.

These reports provide background information on the standard, grading and feedback – including areas of good performance and recommendations/advice for EPA customers, as well as additional information around Gateway.

These will be produced annually for customers.

LIEPA reports

Type	Title	Description	Updated	View
File	NEW LIEPA Report - Cyber Security (April 2024)	This is the EPA LIEPA report for the Cyber Security standard to support EPA customers to prepare their apprentices for EPA.	25/04/2024 14:38	Open
File	NEW LIEPA Report - Cyber Security (April 2024)	This is the EPA LIEPA report for the Cyber Security standard to support EPA customers to prepare their apprentices for EPA.	25/04/2024 14:40	Open
File	NEW LIEPA Report - Cyber Security (April 2024)	This is the EPA LIEPA report for the Cyber Security standard to support EPA customers to prepare their apprentices for EPA.	25/04/2024 14:44	Open
File	NEW LIEPA Report - Data Technician (April 2024)	This is the EPA LIEPA report for the Data Technician standard to support EPA customers to prepare their apprentices for EPA.	25/04/2024 15:33	Open
File	NEW LIEPA Report - Digital Marketer (April 2024)	This is the EPA LIEPA report for the Digital Marketer standard to support EPA customers to prepare their apprentices for EPA.	25/04/2024 14:55	Open
File	NEW LIEPA Report - Digital Support Technician (April 2024)	This is the EPA LIEPA report for the Digital Support Technician standard to support EPA customers to prepare their apprentices for EPA.	25/04/2024 15:02	Open
File	NEW LIEPA Report - Digital Support Technician (April 2024)	This is the EPA LIEPA report for the Digital Support Technician standard to support EPA customers to prepare their apprentices for EPA.	25/04/2024 15:04	Open
File	NEW LIEPA Report - Digital Support Technician (April 2024)	This is the EPA LIEPA report for the Digital Support Technician standard to support EPA customers to prepare their apprentices for EPA.	25/04/2024 15:06	Open
File	NEW LIEPA Report - Digital Support Technician (April 2024)	This is the EPA LIEPA report for the Digital Support Technician standard to support EPA customers to prepare their apprentices for EPA.	25/04/2024 15:09	Open
File	NEW LIEPA Report - Information Communication Technician (April 2024)	This is the EPA LIEPA report for the Information Communication Technician standard to support EPA customers to prepare their apprentices for EPA.	25/04/2024 15:20	Open
File	NEW LIEPA Report - Information Communication Technician (April 2024)	This is the EPA LIEPA report for the Information Communication Technician standard to support EPA customers to prepare their apprentices for EPA.	25/04/2024 15:22	Open
File	NEW LIEPA Report - Information Communication Technician (April 2024)	This is the EPA LIEPA report for the Information Communication Technician standard to support EPA customers to prepare their apprentices for EPA.	25/04/2024 15:24	Open
File	NEW LIEPA Report - Infrastructure Technology (April 2024)	This is the EPA LIEPA report for the Infrastructure Technician standard to support EPA customers to prepare their apprentices for EPA.	25/04/2024 14:48	Open
File	NEW LIEPA Report - Software Developer (April 24)	This is the EPA LIEPA report for the Software Developer standard to support EPA customers to prepare their apprentices for EPA.	25/04/2024 14:27	Open
File	NEW LIEPA Reports - Unified Communications (April 2024)	This is the EPA LIEPA report for the Unified Communications standard to support EPA customers to prepare their apprentices for EPA.	25/04/2024 15:17	Open

Digital and IT Skills

Multi-channel Marketer Resources

MCM Guidance Documents

As of the start of May, additional materials have been added to EPA Pro for Multi-channel Marketer.

This will now reflect what you come to see with the other Digital standards we offer.

Each assessment component is broken into two – Portfolio/Interview Guidance and Project Report/Question and Answer Guidance – these will also be pitched at the apprentice and the tutor.

We will take a look at some snippets now but do take time to go through each and ask any follow-up questions you need to.

ST1031 Level 3 9610-12 Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer v1.0

Type	Title	Description	Standard	Updated	View
File	9610-12 EPA Pack for Providers & Employers v1.1	The end-point assessment pack includes details behind the standard and assessment plan, as well as guidance on tasks, grading, timelines, venue, resource requirements and for preparing apprentices.	ST1031 Level 3 9610-12 Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer v1.0	06/03/2024 13:06	Open
File	9610-12 Provider Centre recording forms pack v1.0	Recording forms support the end-point assessment, from the Gateway form that is used during the booking process, to the assessment forms apprentices may need during the assessment.	ST1031 Level 3 9610-12 Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer v1.0	29/02/2024 10:26	Open
File	Employer guidance to EPA (9610 Level 3 Multi-channel Marketer)	Employer guidance to EPA	ST1031 Level 3 9610-12 Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer v1.0	07/05/2024 09:46	Open
File	Interview guidance for apprentice (9610 Level 3 Multi-channel Marketer)	Interview guidance for apprentice	ST1031 Level 3 9610-12 Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer v1.0	07/05/2024 09:34	Open
File	Interview guidance for tutor (9610 Level 3 Multi-channel Marketer)	Interview guidance for tutor	ST1031 Level 3 9610-12 Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer v1.0	07/05/2024 09:49	Open
File	Portfolio guidance for apprentice (9610 Level 3 Multi-channel Marketer)	Portfolio guidance for apprentice	ST1031 Level 3 9610-12 Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer v1.0	07/05/2024 09:37	Open
File	Portfolio guidance for tutor (9610 Level 3 Multi-channel Marketer)	Portfolio guidance for tutor	ST1031 Level 3 9610-12 Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer v1.0	07/05/2024 09:52	Open
File	Project question and answer guidance for apprentice (9610 Level 3 Multi-channel Marketer)	Project question and answer guidance for apprentice	ST1031 Level 3 9610-12 Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer v1.0	07/05/2024 09:40	Open
File	Project report guidance for apprentice (9610 Level 3 Multi-channel Marketer)	Project report guidance for apprentice	ST1031 Level 3 9610-12 Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer v1.0	07/05/2024 09:42	Open
File	Project report guidance for tutor (9610 Level 3 Multi-channel Marketer)	Project report guidance for tutor	ST1031 Level 3 9610-12 Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer v1.0	07/05/2024 09:57	Open

Personal statement
As the IEPA will have no knowledge of who you are or of the organisation you work for, it is recommended that you create an introductory statement in your portfolio to explain the structure of the organisation and your role. This should include a context statement, such as:

'I work for Blankenberge Marketing Limited, who provide marketing services for small- to medium-sized organisations. Our services include gathering information on product trends, competitor analysis and target audiences from various sources and analysing it to predict trends in their market sector.. I work in a team that is responsible for promoting new products through social media activity.

Evidence

Evidence should demonstrate how you have undertaken tasks, in a manner that shows the range of resources used and the complexity of the task, as well as identifying those with whom you have interacted to complete the work. Tasks can be standalone projects, ongoing campaigns or specific short-term marketing activities/assignments. When preparing your portfolio, concentrate on completed tasks, as this will allow you to discuss results, any ongoing monitoring of performance, and possible changes to plan used to improve outcomes on this task or in the future.

Projects

Do not be put off by the term **project**. A project can be anything where you have undertaken a task with a start, a middle, an end and defined actions, that delivers a result, and for which you can show you have planned the activity and demonstrated the KSBs for AM2.

Evidence submitted should be:

Valid – evidence should be relevant to the standard
Authentic – you have carried out the work
Current – the work has been carried out within the period of the apprenticeship
Sufficient – the evidence is sufficient to show competency
Consistent – the evidence should show a consistent standard across all the evidence.

Remember: It is not about simply describing the tasks undertaken. You should explain and justify your actions in line with the KSBs and grading criteria for this assessment method to ensure that you have the opportunity of achieving the higher grade.

Evidence structure

You should have appropriate headings/sections in all documents submitted, though there is no set format for the evidence each contains. You need to make sure that you present your evidence in a way that makes it easy to follow, preferably free of grammatical errors, and that it contains all the relevant information.

Your portfolio should have a title page that clearly identifies who you are and the organisation you work for. Each piece of evidence should have a sub-section heading relevant to the marketing activities undertaken for the main section heading.

You should show a logical progression through the work you have undertaken, with justification given for all the choices you made and descriptions of the activities carried out. A recommended structure for the work is: Situation > Task > Action > Result > Reflection.

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EPA Exemplar Materials

Portfolio hints and tips

- Become familiar with the KSBs and grading criteria for AM2 and regularly review the standard and EPAO documents to ensure that your role gives you exposure to all the outcomes for this assessment method.
- Where there are gaps in your job role relating to coverage of the KSBs, seek a secondment or small activities from your employer to cover these.
- Collect evidence from the start of your apprenticeship, as it will help you to identify your progress and provide a wider choice of what to include in your portfolio.
- Proactively seek feedback that can be included as evidence in your portfolio.

Do…	Don't…
… use screenshots (e.g., of emails), annotated if applicable	… include links to emails or documents in evidence
… discuss alternatives	… be vague
… justify all decisions	… make assumptions
… provide proof where applicable	… be modest
… look to ensure statements cover multiple competencies (holistic)	… ignore what you think may be obvious
… stress the need to write about what they have done, e.g., **'I did...**'	… use **'we'** unless to introduce context before going on to '**I**'
… use images, recordings, etc	… upload any .exe files
… provide background/context	
… present the portfolio in a logical order	
… show 'projects' rather than numerous individual pieces of evidence	

Preparing for the interview

The interview is an opportunity for the you to expand on evidence you submitted in the portfolio, as well as to give examples of work you may have carried out since Gateway if it shows better depth and breadth of KSBs relevant to AM2. The IEPA will discuss different aspects of the standard with you to ensure that outcomes have been met and to gather evidence to support the awarding of the higher grades.

You can prepare for this assessment by asking your training provider or employer to hold short interview sessions with you, so you can get used to giving structured, competence-based answers to questions.

You should answer the questions with examples of how you carried out tasks, where possible referring to evidence submitted in your portfolio and/or the competencies in the standard. Be prepared to give/confirm reasons for taking particular actions, even if it is talking about routine activities that have set procedures (why is that the case, could you see other/better ways of doing those tasks?)

As with the development of your portfolio, it is suggested that you think in terms of the STARR approach: Situation > Task > Action > Result > Reflection:

- **Situation** – What were you asked to do, by whom, why were you allocated the task and by when did it need to be completed?
- **Task** - Details of how the activity was assigned, the plan for the activity (including any alternatives that may need to be prepared), why specific resources were to be used and any authorisation required.
- **Action** – What was actually done and any changes made to the plan, resources, etc.
- **Result** – What was the outcome and what is going to be done with it (even if it went wrong)?
- **Reflection** – What could be done better (could a "Plan C or D" have helped)?

The training provider or your employer should provide a suitable location for the interview. It should not be in an open office but in a quiet, private area and it should not be conducted in a coffee shop or similar public environment.

When planning for the day, ensure that you:

- know the location for the interview and how to get there
- know the emergency procedures for the location
- are aware of what equipment is needed
- know how to use any equipment provided
- review your evidence portfolio that you submitted before the interview
- have a copy of your portfolio to hand in a format that will allow you to easily find evidence
- have photographic ID with you.

While the training provider or the employer may have checked the equipment to be used for the interview and the internet connection etc., you should arrive with enough time to check this for yourself before the agreed start time.

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Portfolio

As the content of the portfolio will be discussed during the interview, make sure that you are familiar with its contents. You can have a copy of the portfolio with you and can refer to it during the interview.

Additional evidence

Evidence cannot be added to the portfolio once you have submitted it for assessment, but you may have better examples of work carried out since then that meet the KSBs of AM2. You can use these during the interview to help show your depth of understanding of the KSBs that you have acquired, using brief notes that may brought into the meeting for your reference.

Note: the questioning will be based on your portfolio submission that the IEPA has reviewed.

Sample questions

Questions will be based on the summative portfolio that you submitted. the questions are put into categories and will be asked against specific grading criteria for KSBs in the Assessment Plan required for AM2. Grading is based on the answer to the questions as the portfolio is not assessed.

These are examples of the type of questions that could be asked.

How can you effectively apply relevant marketing principles to inform decision making?

Outcome	Pass	Distinction
Marketing methods, principles and practices **K1, K4, K15**	Explains how they have effectively applied relevant marketing theories, concepts and principles to inform their decision making, drawing upon evidence to support their reasoning **(K1, K4, K15).**	N/A

How do you analyse the impact of customer targeting to show how it improves the customer journey?

Outcome	Pass	Distinction
Customer experience and the customer journey **K13, K21, K22, B6**	Outlines how they brief and manage external suppliers in a professional manner with integrity and confidentiality **(K13, B6).** Describes the customer journey including offline and digital touchpoints, customer personas, sales funnels and how they segment audiences for targeting and the impact that marketing has on customer service or experience **(K21, K22).**	Analyses the impact of customer targeting and makes evidence-based recommendations on how to improve the customer journey (**K21, K22).**

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EPA Exemplar Materials

Project Report examples are for guidance only and should have a benefit to the business as well as something the apprentice would naturally carry out in their job role.

Project examples (for guidance only)

- Undertake research into new tools that could be used for gathering audience insights. Use the tool to gather data and make recommendations for a future marketing campaign.
- Research and identify emerging trends and technologies and outline how these can be used to impact on marketing activities. Recommend changes that could be implemented by the organisation.
- Analyse and evaluate a marketing campaign. Identify any strengths or weaknesses or continuing themes and develop a plan to improve future campaigns.

The apprentice needs to ensure that their project report includes at least:

- an executive summary (or abstract)
- an introduction
- the scope of the project (including key performance indicators)
- objectives
- research and methodology
- approach taken and risks to consider
- financial budgeting and resources
- discussion of findings
- outcomes and impact of the project implemented
- measures of success
- recommendations and conclusions
- an appendix containing mapping of KSBs to the report.

The project report should not be more than the maximum word limit of 2,500. A tolerance of plus or minus 10% is allowed. Appendices, references and diagrams will not be included in this total.

The project must be mapped, in an appendix, to show how it evidences the relevant knowledge, skills and behaviours (KSBs) for this assessment method (AM1).

Hints and tips

- Make sure that the apprentice has understood the requirements of the project specification they submitted in their project summary to the EPAO.
- Make sure that the apprentice is clear on the project's objective, fully understands the tasks they intend to do and the required outputs.
- Discuss the availability of company and external resources required to complete the project and any potential confidentiality issues in advance of the apprentice starting the work.
- Make sure the apprentice is familiar with the knowledge, skills and behaviours for AM1 that need to covered.
- Guide the apprentice to approach the project in the same way they would any of their other work tasks.
- Remind the apprentice to keep records as they work to help collect evidence for the report.
- Ask the apprentice to have a Plan B to cover contingencies or if things going wrong.

Pass and Distinction criteria for AM1 – Project, presentation with questioning

KSBs	Pass	Distinction
Marketing methods, principles, and practices **K6, K17** **S2**	Selects appropriate metrics for the delivery and evaluation of marketing activity, applying them accurately to elicit valid data. **(K17)** Uses valid data and resources to plan and demonstrate how marketing activities effectively retain and acquire customer segments. **(K6, S2)**	Justifies their plan for the choice of marketing activities and resources used to retain and or acquire customer segments. **(K17, S2)**
Business and organisation **K2, K3**	Explains the role that they play in the organisation's structure, vision and objectives and the impact it has on the wider environment and sustainability on marketing activities. **(K2, K3)**	Evaluates the benefits and limitations of the proposed project recommendations to their organisation. **(K2)**
Communication and copywriting **K14** **S5, S7** **B4**	Explains how they work collaboratively and adapt their communication style for stakeholders and internal audiences. **(K14, B4)** Demonstrates copywriting techniques to write communications that are in line with organisational brand guidelines, ensuring that it is proofread for accuracy. **(S5, S7)**	Justifies the communication methods used to present their findings and why others were not suitable. **(K14)** Evaluates the suitability of different copywriting techniques for different marketing communications, making valid and evidence-based recommendation. **(S5)**

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Project Presentation and Questioning (Assessment Method 1)

Apprentice notes and guidance

Overview

The presentation with questioning session will be a structured one-to-one conversation between you and an Independent End-Point Assessor (IEPA) who has subject area expertise. It focuses on evidence that you submitted in the project report, the presentation, speaker notes and supporting material to check your occupational competence against the knowledge, skills and behaviours (KSBs) of Assessment Method 2 (AM1), allowing the IEPA to make their grading decision for this assessment method.

Presentation with questions

Provides an opportunity to add detail that could not be covered in a report and explore in more detail the activities carried out in the project against specific knowledge, skills or behaviours. This also increases accuracy and validity.

You will be given two weeks' notice of when the presentation with questions session will be. Your tutor and employer are not allowed to be present during the presentation with questioning session.

The session will take 45 minutes and will be conducted remotely via GoToMeeting or similar technologies. As part of this process, ensure that you have the required photographic ID to prove your identity. If you are unable to produce photographic ID, the questioning session could be suspended or cancelled.

For moderation purposes, the session will be recorded by the IEPA, but it must not be recorded by you, your tutor, or your employer.

Purpose

The questioning allows the IEPA to take a more detailed look at your occupational competence, to support how you have demonstrated the KSBs in the written report and presentation, as well as allowing you an opportunity to draw out key aspects of your work within the project activity.

Content

The session will last at least 45 minutes, typically being split into a 20-minute presentation followed by 25 minutes for questioning. Your presentation may take longer if required but must allow sufficient time for the IEPA to ask their questions. The IEPA will ask you a minimum of six questions generated from their review of the evidence that you submitted in the project report, presentation and speaker notes. You are allowed to have a copy of the project report, presentation and speaker notes with you during the session and may refer to them as needed.

Following the questioning session, the IEPA will make the grading decision based on the evidence in the project report, the presentation and supporting material and the answers you provided to the questions asked in order to give a holistic grade for this assessment method. This will be combined with the grade from Assessment Method 2 (AM2) – Interview supported by a Portfolio to give an overall grade for the End-Point Assessment.

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Sample questions

Questions will be based on your project report and presentation. the questions are put into categories and will be asked against specific grading criteria of the KSBs required for AM1, grading is based on the project report, presentation and the answer to the questions.

Theme: Marketing methods, principles, and practices

Explain how the data you have used demonstrates the effective retention of customer segments.

Theme/KSBs	Pass	Distinction
Marketing methods, principles, and practices **K6, K17, S2**	Uses valid data and resources to plan and demonstrate how marketing activities effectively retain and acquire customer segments. **(K6, S2)**	Justifies their plan for the choice of marketing activities and resources used to retain and or acquire customer segments. **(K17, S2)**

Theme: IT and digital

Explain what advanced techniques in the software packages you used during your project contributed to your campaign management.

Theme/KSBs	Pass	Distinction
IT and digital **S4, S12, S13, S14**	Applies advanced techniques to the use of software packages to contribute to campaign management and achieving marketing objectives **(S4, S12, S13, S14)**.	N/A

Competency-based answers

When answering questions, give answers that relate to the project, your project report or the presentation you have submitted, as this is the basis for the questions. You will be expected to give or confirm reasons for taking particular actions, why you used a particular tool or process or possible options you might have taken.

Note: if you have worked as part of a team for the project, your answers should focus on what you did and your contribution to the overall project. It is "I" and not "we" did…

Digital and IT Skills

Opportunities, Support and Next Steps

Associate Vacancies

We are looking for occupationally competent Independent End-point Assessors (IEPAs) and Lead Independent End-point Assessors (LIEPAs) to conduct End-point Assessments, as the apprentice completes their training.

Areas include (but not limited to):
- Information Communications Technician
- Cyber Security Technologist
- Data Technician
- Digital Support Technician
- Network Engineer
- Software Developer

Check out our Associate Vacancies site for Person Specifications, Task Profiles and How To Apply.

Home | City & Guilds Associate Vacancies (cityandguilds.com)



LinkedIn Group

We have a LinkedIn Group for all things Digital End-Point Assessment and Qualifications here at City & Guilds. We hope to continue to create a strong, supportive network with members from across centres, training providers and employers of all sizes. Asking questions and sharing of best practice is encouraged. The group will focus on information, resources and support for Qualifications and End-point Assessments.

To join, go to: https://lnkd.in/e94Dy3uP or scan the QR code below.

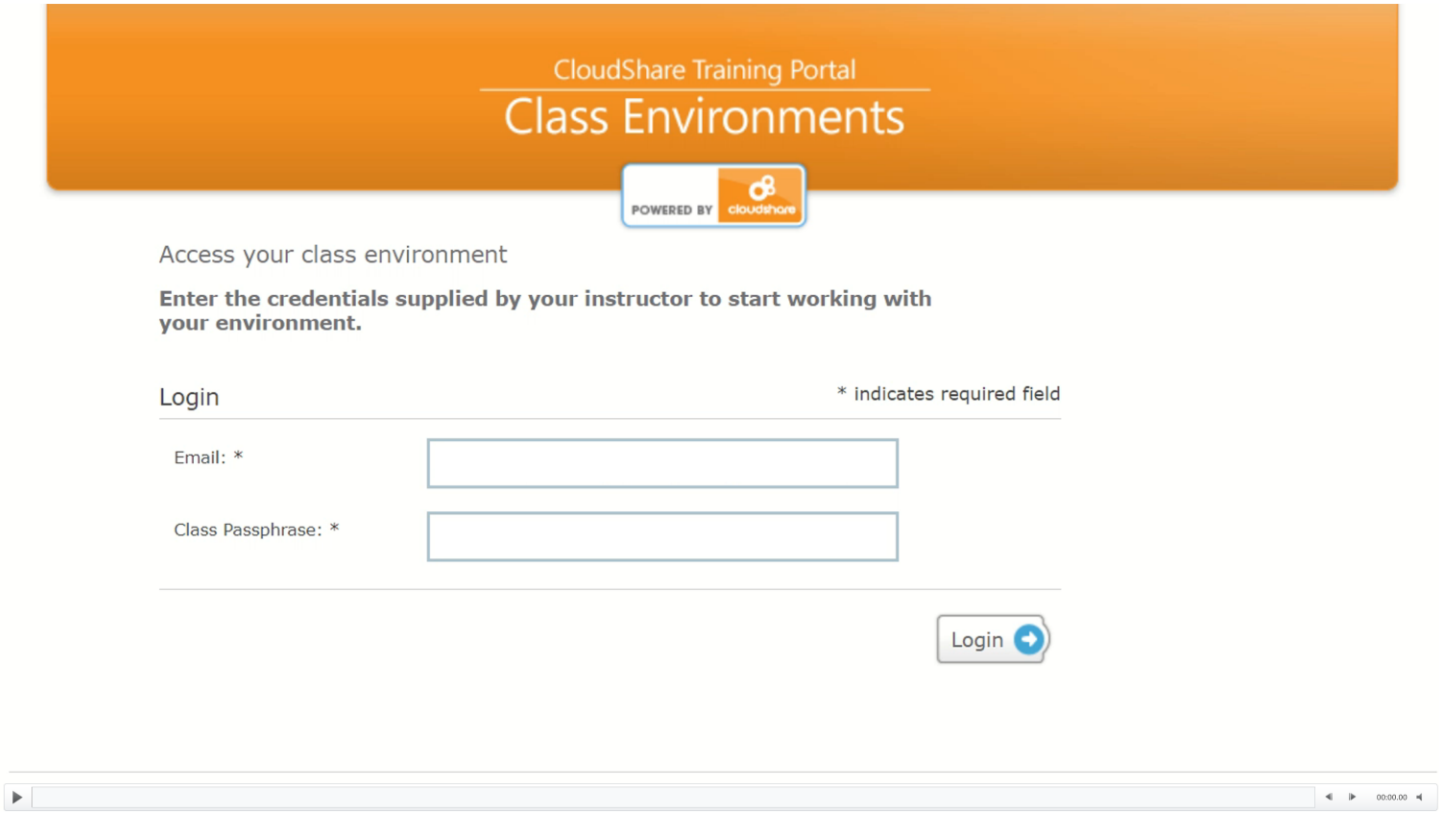


Resources

We are producing new resources continually to maintain and improve the support we provide to you. Currently working on Learner Preparation video for Cyber Security Technologist, including a recording of the CloudShare environment, covering hints and tips for using the platform.

This will be reviewed shortly before release.

We are also working on support around the Data Technician Professional Discussion, we will keep you updated.



Remaining Webinars and Drop-Ins

Webinars

Tuesday 16th July – 14:00-15:00
Wednesday 28th August – 14:00-15:00
Tuesday 1st October – 14:00-15:00
Monday 18th November – 14:00-15:00

Drop-Ins

Tuesday 11th June 13:00-16:00
Wednesday 10th July 13:00-16:00
Monday 12th August 09:00-12:00
Tuesday 24th September 13:00-16:00
Wednesday 23rd October 13:00-16:00
Monday 11th November 09:00-12:00
Monday 2nd December 09:00-12:00

All our events can be signed up to in advance with all the 2024 calendar available **here**.



Contacts

City & Guilds supports providers through their Account Manager, EPA Partnership Managers, Customer Support and the Digital Sector team.

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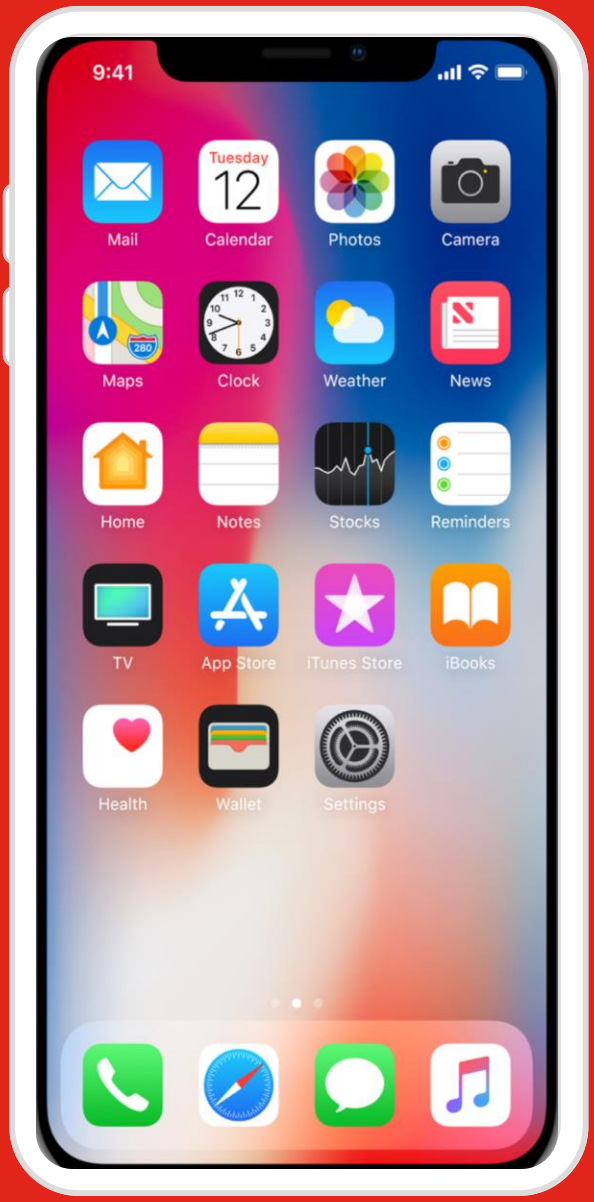
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Thank you!

Any Questions?

About City & Guilds

City & Guilds is the global skills partner, empowering people, organisations and economies to develop the skills they need for growth. With almost 150 years of trusted expertise, we support people into work, help them develop on the job and move into the next job.

We work with Governments, employers, training providers, colleges and industry stakeholders to design and deliver high-quality training, qualifications, assessments and credentials that lead to meaningful career progression. We understand the life changing link between skills development, social mobility and success. Our solutions span critical sectors including construction, engineering, transport, energy and electrical, serving over 1 million learners annually.

Through our comprehensive portfolio of brands and trusted global network, we set industry-wide standards for technical, behavioural and commercial skills to improve performance and productivity. We believe you can achieve your potential - and we're here to help make it happen.

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