Digital and IT Skills

Multi-Channel Marketer

31 January 2024

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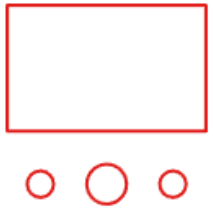
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9610 Level 3 Multi-Channel Marketer

“The broad purpose of the occupation is to support customer focussed marketing activities that drive the demand for a product or service through awareness raising and/or perception building to generate results to the bottom line. The emerging green economy is creating increasing opportunities for new and complex services and products. This may require marketing activities to be focussed on raising awareness of the benefits of carrying out transactions or purchases or products within an environmentally sustainable model.

As part of the Marketing team the multi-channel marketers will contribute to the implementation of the Marketing strategy and plans. They will be responsible for delivering day-to-day marketing activities across a multitude of platforms, channels and systems that are essential to the Marketing function and activities of the company.” – IfATE

Assessment Methods

- Assessment method 1 - Written project report with presentation and questioning
- Assessment method 2 - Interview underpinned by portfolio of evidence



Multi-Channel Marketer

So, what are some of the key focuses to Multi-Channel Marketer:

Digital/Traditional – As Multi-Channel indicates, the expanding range of digital and social media channels are a focus, however, traditional marketing methods have not been forgotten.

Cross-Channel Content – As with Digital and Traditional mentioned above, creating and managing content suitable for the target audience across all these channels is needed.

Data – As we continue to recognise and utilise the power of data, insights and analysis of previous and current campaigns are included to allow justification of decisions made in future or real time.

Customer Journey – As with the emphasis on Data above, customer journey maps, which are data-focused and inform campaigns, further improving the customer experience are included.



MCM/DM Differences

Campaign and Project Management – More focus on learners managing projects and making informed decisions both real-time and future, developing an understanding of tools and techniques in building a campaign and monitoring data returned from these.

Emphasis on Data – Now more front and center, especially within the integrated campaigns space, where data analysis and insights are key rather than just evaluating projects as has been seen prior.

Skills – As we have touched on previously, traditional marketing methods are included to have a rounded Multi-Channel Marketer. Couple this with data analysis, insights and customer experience, a broader range of skills are needed for the modern marketing platform and role.

Offline Areas to consider:

Customer experience and the customer journey – K21, K22

IT and digital tools – K7, K23, S8, S10

Campaign implementation and management – K12, S6, B3



Interview underpinned by Portfolio

Requirements / Knowledge, Skills and Behaviours



Interview underpinned by Portfolio







Submitting the Portfolio of Evidence

The apprentice must prepare a Portfolio of Evidence during the on-programme phase of their apprenticeship.

This must be submitted electronically and contain sufficient evidence to demonstrate the knowledge, skills and behaviours assigned to the assessment method.

Evidence contained must be clearly mapped to the KSBs.

Uploading Evidence

Evidence uploaded to EPA Pro must include:

- Complete Portfolio of evidence
- Completed “Declaration of Authenticity”
- Completed “Evidence Reference Matrix – Portfolio of evidence”

A fully completed Evidence Reference Matrix is **mandatory**.

Recording forms will be found on EPA Pro in the Support Materials.

The Portfolio will be reviewed by the IEPA; they will have at least 2 weeks (10 working days) before the EPA to review the contents of the Portfolio and generate appropriate questions.

Whilst evidence in the Portfolio is **not** assessed by the IEPA, as above, it will be used to guide the Interview phase of the assessment.

Interview underpinned by Portfolio







Evidence Requirements

- Should only contain evidence relating to the KSBs assessed by the Interview
- Should be mapped against the KSBs for the assessment method using the “Evidence Reference Matrix”
- Typically contain 12 discrete pieces of evidence
- Evidence may be used to demonstrate more than one KSB; qualitative opposed to quantitative approach

Evidence may include:

- Workplace documentation and records
  - Policies and procedures
  - Witness statements
  - Annotated photographs
  - Video clips (maximum total duration 5 minutes) with the apprentice in view and identifiable

Not a definitive list however reflective accounts or methods of self-assessment should **not** be included.

Witness Statements

Employer and witness contributions should focus on direct observation of performance rather than opinions. The evidence provided should be valid and attributable to the apprentice; a statement from the employer and apprentice should confirm this.

Teamwork

Any teamwork that is included in the Portfolio must clarify and only focus on the contribution of the apprentice.

Interview underpinned by Portfolio







Selecting Evidence

The apprentice should consider all the evidence they have available that shows they have met the requirements that are being assessed. Evidence collected towards the end of their Apprenticeship program, as they become more independent, is likely to provide the most holistic evidence however, it is encouraged to have the Apprentice collating evidence from Day One.

Confirming Evidence Selection

- All assessment requirements have been met
- No unnecessary duplication of evidence against the same criteria
- Work selected represents the best evidence available in relation to grading requirements
- Clarity of images or scanned evidence is sufficient to determine the quality of the original evidence
- Authenticity of evidence has been established

Two questions for the apprentice to consider when selecting work to form their Portfolio:

- Which pieces holistically give evidence that together cover all of the relevant KSBs?
- Is this the **best** evidence I have, showing that I have met all of the requirements for the highest grade?

Interview underpinned by Portfolio







Preparing Evidence for Submission

- Evidence must have a header on each page containing the name and e-signature of the apprentice along with the date the evidence was produced.
- Cross-reference evidence to the relevant KSBs
- Formally declare the authenticity of all evidence

Evidence Format

All evidence that is submitted must be in a format that can be opened by the IEPA. The EPA Pro Portal accepts evidence in the form of Word documents, MP3 and MP4 files. Individual files cannot exceed 250MB.

Where evidence cannot be opened, the Portfolio may be returned without being reviewed so ensure anything embedded in a document is accessible.

Submission to City & Guilds

The EPA Provider or Employer must submit the Portfolio of Evidence. The apprentice is required to complete the relevant sections in the Portfolio of Evidence Header and Declaration Form.

The EPA Provider or Employer will review the Portfolio of Evidence to ensure it meets the requirements. They will then sign the Portfolio of Evidence Header and Declaration form.

Interview underpinned by Portfolio

Assessment Environment

The interview should take place in a quiet room, free from distractions and influence, this can be on or off the employer's premises. The IEPA must ask for photo identification from the apprentice and ensure appropriate measures are in place to prevent misrepresentation and ensure the apprentice is not aided in any way.

Interview

The IEPA will conduct and assess the Interview. It will be structured to give the apprentice the opportunity to demonstrate the KSBs mapped to the assessment method. The purpose of the questions are to explore the apprentice's competence across a range of KSB statements. The IEPA must ask **at least 6 questions** and follow-up questions may be used where clarity is needed.

Timings

The interview will last **60 minutes**, and this time can be increased by 10% to allow for the apprentice to respond to a question, if necessary.





Written Project Report with Presentation and Questions

Requirements / Knowledge, Skills and Behaviours

Project Report – Rationale and Aim







Written Project Report

Structured to give opportunity to demonstrate KSBs mapped to the assessment method. The Project Report must meet the needs of the employer's business and be relevant to the apprentice's occupation and apprenticeship.

Presentation with Questioning

During the Presentation with Questions, the apprentice delivers a presentation to an IEPA. The Presentation will provide an overview of the apprentice's project. The IEPA must ask questions following the Presentation.

Rationale

- Written Project will contribute to the employer's business and be part of the apprentices' everyday work, ensuring they can demonstrate KSBs in practice.
- Significant and complex piece of work that thoroughly tests both higher and lower order knowledge and skills.
- Purpose of the questioning is to verify that the activity was completed by the apprentice and seek clarification where required.

Project Report







The apprentice completes a significant and defined piece of work that has a real business application and benefit. The project, including any research, and the report must start **after** Gateway.

City & Guilds must confirm that it provides the apprentice with the opportunity to demonstrate the KSBs mapped to this assessment method to the highest available grade.

The apprentice must complete and submit the word-processed project report to City & Guilds **by the end of week 12** of the EPA period.

Project Requirements

The apprentice's project should be submitted in the form of a word-processed report. The report should contain clear explanation of the tasks carried out and relevant associated visual infographics.

The written report has a maximum word count of 2500 with a tolerance of 10%. Appendices, references and diagrams are not included in this total. The project must map, in an appendix, how it evidences the relevant KSBs mapped to the assessment method.

Word Count Requirement

The completed report must include at least 2250 words and no more than 2750 (including headings) with the word count recorded in the Evidence Reference Matrix.

- Reports submitted with fewer than 2250 words will be assessed as submitted.
- Reports submitted with more than 2750 words will be assessed as submitted, however, only the first 2750 words will be considered. With Project outcomes and conclusions usually documented towards the end of a report, this is something to keep in the apprentice's mind.

Project Report - Structure

The criteria covered by this assessment method are:

- Marketing methods, principles, and practices K6, K17, S2
- Business and organisation K2, K3
- Communication and copywriting K14, S5, S7, B4
- Campaign management K11, K18, K19, K20, S1, S3, S16, S17, B1, B2
- IT and digital S4, S12, S13, S14

The report must include at least:

- an executive summary (or abstract)
- an introduction
- the scope of the project (including key performance indicators, aims and objectives)
- a project plan
- research outcomes
- data analysis outcomes
- project outcomes
- discussion of findings
- recommendations and conclusions
- references
- appendix containing mapping of KSBs to the report.



Project Report - Examples

Marketing Tool Implementation
Research to find a scheduling tool to improve the effectiveness of their organisation or a client's social media marketing. Comparing tools from results of their search, select a tool, and justify their choice. Explain how the tool can be used to implement, monitor and measure the success of a specific marketing campaign.

Website Engagement
Concerns about the bounce rate and traffic being directed effectively to the website. Leadership team would like to know how to improve this. Identify emerging trends and technologies, how they can drive traffic to the website, and to improve website engagement. Document findings and make recommendations of changes that could be implemented.

New Product Launch
Create a campaign for the launch of a new product. Research and implement a plan for a new product launch. Following the completion of the campaign, gather audience insights and evaluate its effectiveness. Analyse the campaign activity, identifying strengths and weaknesses, making recommendations to inform future campaigns.

Note: These are just to frame conversations. The Project needs to be practically carried out. Business needs and apprentice role need to be in constant consideration when planning a suitable Project.



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Additional Information

Overall EPA Grading

This End-point Assessment is graded Fail, Pass, Merit or Distinction. The EPA will be assessed and graded by the IEPA. Each assessment has equal weighting towards the overall grade.

Assessment 1: Project report with presentation and questioning	Assessment 2: Interview underpinned by portfolio of evidence	Overall Grading
Fail	Any grade	Fail
Any grade	Fail	Fail
Pass	Pass	Pass
Pass	Distinction	Merit
Distinction	Pass	Merit
Distinction	Distinction	Distinction

Assessment method	Grade scale	% contribution
700 Project report with presentation and questioning	X/P/D	50%
701 Interview underpinned by portfolio of evidence	X/P/D	50%
	Total	100%

Digital Credentials

Digital Credentials

Digital credentials are issued and verified online, making it easy for individuals to demonstrate their competencies to employers, clients, and peers online. Each digital credential has a unique URL that can be shared electronically via social media, in an email signature, and on a CV. This is a complimentary service in addition to the paper certificate.

Level 3 End-point Assessment for ST1031/AP1.0 Mu... – Credly

City & Guilds EPA Digital Credentials webpage

or contact digitalsupport@cityandguilds.com





Re-sits and Re-takes

An apprentice who fails one or both assessment method(s) can take a re-sit or a re-take at their employers' discretion. A re-sit does not need further learning, whereas a re-take does.

A re-sit is typically taken within **2 month** of the EPA outcome notification. The timescale for a re-take is dependent on how much re-training is required and is typically taken within **3 months** of the EPA outcome notification.

Failed assessment methods must be re-sat or re-taken within a **6-month period** from the EPA outcome notification, otherwise the entire EPA will need to be re-sat or re-taken in full. An apprentice will get a maximum EPA grade of pass for a re-sit or a re-take, unless City & Guilds determines where are exceptional circumstances.

Written project with presentation and questioning

If the apprentice fails the project assessment method, they will be required to amend the project output in line with the IEPA's feedback. The apprentice will be given **4 weeks** to rework and submit the amended report.

Interview underpinned by portfolio of evidence

The interview will be carried out in the same way as the original assessment. The IEPA must use different questions for the re-sit/re-take.



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Gateway and Timeline

Timeline

1) On-Programme

Enrol apprentice on EPA Pro, including 'Expected Date Ready for EPA.'

- Collate Portfolio of evidence
- Work towards English and maths, if not yet achieved
- Employer and apprentice to begin the process to identify and agree the project to be undertaken.

2) Gateway Process

- Provider submits evidence & forms on EPA Pro
- Apprentice must have achieved English and maths qualifications in line with the apprenticeship funding rules
- Apprentice submits Portfolio of evidence
- Apprentice submits **Evidence Reference Matrix – Portfolio of evidence form**
- Signed and dated Declaration form – Portfolio of evidence
- Apprentice submits Project scoping document. Note: The apprentice only starts the project once the project scoping document has been approved (post Gateway)

Gateway

Complete Gateway questions to advise of preferred booking dates whilst adhering to booking lead times.

- Submits the Project Report **by the end of week 12** of the EPA period
- Submits Presentation materials **by the end of week 12** of the EPA period
- Apprentice/Employer must notify City and Guilds at this point if any technical requirements are needed for the presentation at EPA.

Project Report

Presentation materials

3) End-point Assessment

Typically, **12 weeks** after Gateway requirements have been met

EPA:
Written Project Report with Presentation and Questioning & Interview underpinned by a Portfolio of Evidence

*The Independent End-point Assessor **must** have at **least 2 weeks (10 working days)** to review the Project Report and Presentation materials before the EPA date.*

What must be uploaded.
Project Report, Presentation, Project Report Evidence Reference Matrix form (in annex of the Project Report) and Project Report/Presentation Declaration of Authenticity form uploaded by the end of week 12 of the EPA period and at least 2 weeks (10 working days) before the EPA date for the IEPA to review.

EPA Completed

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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
- Infrastructure Technician
- Network Engineer
- Software Developer

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

https://careers.cityandguilds.com/associate-vacancies



LinkedIn Group

We are launching a LinkedIn Group for all things Digital End-Point Assessment and Qualifications here at City & Guilds. We hope 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. One resource we have available is a Learner Preparation video for Information Communication Technician. This is a learner facing resource that gives an insight into what to expect in their End-point Assessment as well as some hints and tips.

If you would like access to this resource, do get in touch with us and also let us know if you are interested in seeing this developed for other parts of our Portfolio.



Next Events

We intend the next Webinar to be Monday 25th March. The focus and intended content for this will be released closer to the event.

Sign up to email alerts and join the LinkedIn group for updates on upcoming events

https://www.cityandguilds.com/what-we-offer/centres/email-updates

Our 2024 Event Calendar is live with all our proposed events including drop-ins, webinars and face-to-face networks – all the registration links can be found on our Updates and Webinars page.

Future face-to-face network dates and locations are based on the success of the March series.



Contacts

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

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OR
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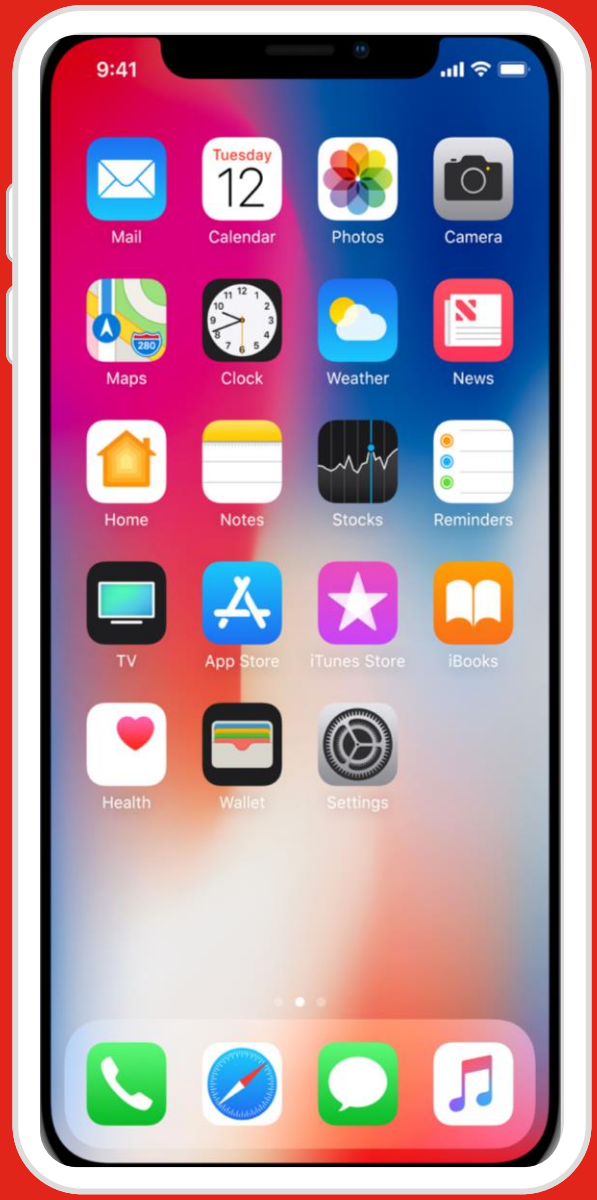
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Keep up to date – register for email updates:
https://www.cityandguilds.com/what-we-offer/centres/email-updates

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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