Training Qualifications UK

TQUK Level 3 End-Point Assessment for ST1031 **Multi-Channel Marketer** V1.0

Qualification Number: 610/4187/7

Standard Specification

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Key Information

Reference:	ST1031
Version:	V1.0
Level:	3
Typical duration to gateway:	18 months
Typical EPA period:	5 months
Maximum funding:	£11,000
Route:	Sales, marketing, and procurement
Approved for delivery:	11 December 2023
Date updated:	12 December 2023
Lars code:	737
EQA provider:	Ofqual
Review date:	This apprenticeship standard will be reviewed after three years
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Apprenticeship Summary

Overview of the Role

Support customer focused marketing activities that drive the demand for a product or service.

Occupation Summary

Multi-channel marketers will sit within a specific company/agency that provides marketing deliverables and advice to external clients, or within an internal marketing team, delivering marketing activities to drive that business. The broad purpose of the occupation is to support customer focused marketing activities that drive the demand for a product or service through awareness raising and perception building.

As part of the Marketing team, the multi-channel marketers will contribute implementing the Marketing strategy and plans. They will be responsible for delivering day-to-day marketing activities across many platforms, channels and systems that are essential to the company's marketing function and activities.

In their daily work, an employee in this occupation interacts with a wide range of internal stakeholders such as members of their own team, and other departments such as sales, operations, public relations, IT, HR, customer services, senior management, and finance. They also interact with external stakeholders such as clients/customers and suppliers such as printers, digital agencies, PR and media agencies, event display companies, market research agencies, and media sales professionals.

An employee in this occupation will be responsible for coordinating and delivering specific marketing activities such as marketing content creation, background market and customer research, monitoring campaign analytics and collecting data, using relevant marketing software/systems, maintaining marketing administration activities such as managing the supply of marketing literature, tracking marketing expenditure, supporting the procurement of, and overseeing the delivery of work by external and internal marketing suppliers.

Multi-channel marketers will define, design, build and implement campaigns across various platforms to drive customer engagement and retention. In addition, they will be responsible for parts of the campaign within their area of responsibility. As part of the Marketing team, they will contribute to implementing the marketing strategy and plans and will have responsibility for elements of the overall marketing plan.

They will be the first point of contact for day-to-day activities in the marketing team and will be responsible for allocating higher levels of work to the management team. They work within agreed budgets and available resources. Multi-channel marketers work without high levels of supervision, usually reporting to senior stakeholders. They may occasionally be responsible for decision making on smaller areas of campaigns, but more often will support or influence the decisions of others.

Typical Job Titles

Digital Communications Assistant, Digital Marketing Assistant, Marketing Administrator, Marketing Assistant, Marketing Communications Assistant, Marketing Junior, Social Media Assistant.

Professional Recognition

This standard aligns with the professional recognition for the Chartered Institute of Marketing (CIM) for Affiliate, the Digital Marketing Institute (DMI) for Power, and the Data and Marketing Association (DMA) for Individual

Assessment Methods

This end-point assessment (EPA) consists of two assessment components:

Written project report with presentation and questioning

Interview underpinned by portfolio of evidence

Assessment Order

The assessment methods can be delivered in any order. The result of one assessment method does not need to be known before starting the next.

EPA Window

The EPA period starts when Training Qualifications UK (TQUK) confirms the gateway requirements have been met and is typically five months.

Gateway Considerations

Before the apprentice can start their EPA, the training provider is required to upload the following:

- Photo ID
- Portfolio of evidence
- Project report subject, title, and scope

At gateway, the training provider is also requested sign a declaration to confirm that the English and maths requirements have been met in line with the funding rules.

Portfolio of Evidence

To underpin the interview, apprentices must produce a portfolio of evidence.

The portfolio should typically contain **12 discrete pieces of evidence**.

The portfolio should only contain evidence related to the relevant knowledge, skills and behaviours (KSBs) that will be assessed by the interview. Evidence should be mapped against the KSBs and may be used to demonstrate more than one KSB. Evidence sources may include workplace documentation and records, for example:

- workplace policies and procedures
- witness statements
- annotated photographs
- video clips (maximum total duration five minutes); the apprentice must be in view and identifiable

Any employer contributions to the portfolio of evidence should focus only on direct observation of performance (a witness statement for example) rather than opinions.

This is not a definitive list; other evidence sources can be included. However, all evidence provided should be valid and attributable to the apprentice.

The portfolio of evidence should not include reflective accounts or any methods of self-assessment.

The End-Point Assessor will not directly assess the portfolio of evidence. It will only be reviewed to prepare questions for the interview and the End-Point Assessor will not be required to give feedback on the portfolio after this review.

Project Report

Overview

This assessment method has two components: the written project, and a presentation with questions and answers. Together, these components give the apprentice the opportunity to demonstrate the knowledge, skills and behaviours (KSBs) mapped to this assessment method.

The project should involve the apprentice completing a significant and defined piece of work that has a real business application and benefit. It must meet the needs of the employer's business and be relevant to the apprentice's occupation and apprenticeship. Examples of projects an apprentice could submit include to:

- 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 marketing activities. Recommend changes that the organisation could implement
- analyse and evaluate a marketing campaign. Identify any strengths, weaknesses or continuing themes and develop a plan to improve future campaigns.

The employer should ensure the apprentice has the time and resources, within the project period, to plan and complete their project.

The apprentice may work as part of a team to complete the project, which could include internal colleagues or technical experts. The apprentice must, however, complete their project report and presentation unaided, and it is essential that the written project report (and any presentation materials) articulates and confirms the apprentice's own work practice rather than the activities performed by the team.

Component 1: Project report

The project report must have a word count of **2,500 words**. A tolerance of 10% above or below is allowed at the apprentice's discretion.

The word count does not include any referencing pages or bibliography, the title or contents page, charts, diagrams or graphs, words within images, headings or subheadings, or appendices.

Any words over the maximum permitted word count (2,750 words) will not be assessed and will not contribute to the overall assessment grade.

If the minimum word count is not met (2,250 words), the submission will be graded as a fail and sent back without marked feedback, only an explanation that the word count was not met. As the presentation with questions depends on the submission and assessment of the project, this will be cancelled and rescheduled, which will result in a short-notice cancellation fee. This fail grade will carry the implications as outlined in the Overall Grading and Resits and Retakes.

The research and written project report must start **after** the apprentice has gone through the gateway. The apprentice must complete and submit the report and any presentation materials by **the end of week 12 of the EPA period**. Failure to submit a project on time will be treated as a cancellation and may incur a resit fee.

The report must include, 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
- measure of success
- recommendations and conclusions
- appendix containing a mapping to show how the report evidences the KSBs mapped to the assessment method.

Component 2: Presentation with questions

The apprentice must prepare and deliver a presentation to the End-Point Assessor. The apprentice should submit the presentation slides and any supporting materials at the same time as the project (i.e. by the end of week 12 of the EPA period).

The presentation should cover:

- an overview of the project
- the project scope (including key performance indicators)
- summary of actions undertaken by the apprentice
- project outcomes and how these were achieved

During the presentation, the apprentice must have access to:

- audio-visual presentation equipment
- flip chart and writing and drawing materials
- computer
- any other requirements (technical or otherwise) as previously notified.

The presentation with questions must last **45 minutes**. This will typically include a presentation of **20 minutes** and questioning lasting **25 minutes**. The End-Point Assessor can increase the time of the presentation and questioning by up to 10% to allow the apprentice to complete their last point or respond to a question if necessary.

The apprentice must be given at least **two weeks' notice** of the presentation with questions, and the End-Point Assessor must have at least **two weeks** to review the project report and presentation materials to prepare questions.

The End-Point Assessor must ask at least **six questions** about the project, report, and presentation. Follow up questions are allowed where clarification is required. The questions should verify that the activity was completed by the apprentice, assess those KSBs that the apprentice did not have the opportunity to demonstrate with the report (although these should be kept to a minimum) and assess the level of competence against the grading descriptors.

The presentation with questions must take place in a suitable venue, for example, the employer's premises, in a controlled environment, free from any distractions.

The presentation with questions can be conducted by video conferencing using Microsoft Teams.

Grading

This assessment is graded as fail, pass or distinction according to the grading criteria.

To achieve a pass in this assessment, the apprentice must meet all the pass criteria. To be awarded a distinction, they must meet all the pass criteria and all the distinction criteria.

If the apprentice does not meet all the pass criteria, this assessment will be graded as a fail.

Project report with presentation and questioning - KSBs and Grading Criteria

Marketing methods, principles, and practices	
Pass	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)
Dist.	Justifies their plan for the choice of marketing activities and resources used to retain and or acquire customer segments (K17, S2)
K6 Brand theory such as positioning, value, identity, guidelines, and tone of voice	
K17 The metrics for the delivery and evaluation of marketing activity	
S2 Plan and coordinate a marketing activity using marketing tactics to acquire and retain one or more customer segments using available resources	
Business and organisation	
Pass	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)
Dist.	Evaluates the benefits and limitations of the proposed project recommendations to their organisation (K2)
K2 The business' structure, vision, priorities, and objectives, and how their marketing role supports these.	
K3 Business tools used to measure the impact of business objectives, the wider environment and sustainability on marketing activities	
Communication and copywriting	
Pass	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)
Dist.	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)
K14 Adapt communications for appropriate stakeholders and internal audiences.	
S5 Use copywriting techniques to write persuasive text/copy to meet a communications objective ensuring it is in-line with organisational brand guidelines	
S7 Proofread marketing copy ensuring it is accurate, persuasive and is on brand	
B4 Works collaboratively with others across the organisation and external stakeholders	

Campaign management	
Pass	Explains clearly how campaign management process and tools used or proposed are appropriate, valid, and taking responsibility to enable effective reviews to take place leading to improvements in results with internal stakeholders engaged in the process (K11, K18, K19, K20, B2)
	Measures and evaluates campaign delivery, accurately interpreting data to draw valid and accurate conclusions and ownership of the workload (S1, S3, S16, S17, B1)
Dist.	Evaluates the strengths and weaknesses of different approaches used for campaign management and how the data that comes from the campaign management process can be used to informs the recommendations (K18, K19, S3, S16)
K11 How internal stakeholders work to support the delivery of all marketing campaigns	
K18 The importance of reviewing campaigns regularly to ensure effectiveness and optimisation	
K19 The campaign management process including research, planning, budgeting, implementation, and delivery	
K20 Tools used to support campaign management such as social media, Gantt charts, data analytics, and project management software	
S1 Develop or interpret briefs for external or internal stakeholders and measure delivery in-line with the specification and agreed timelines	
S3 Contribute to the generation of innovative and creative approaches across video, images, and other formats, both online and offline, to support campaign development	
S16 Review campaigns regularly to ensure effectiveness, to optimise the results	
S17 Measure and evaluate campaign delivery to identify areas for improvement	
B1 Has accountability and ownership of their tasks and workload	
B2 Takes responsibility, shows initiative and is organised	
IT and digital	
Pass	Applies advanced techniques to the use of software packages to contribute to campaign management and achieving marketing objectives (S4, S12, S13, S14)
Dist.	N/A
S4 Use research/survey software to gather audience insight and/or evaluation to support the project	
S12 Create and maintain spreadsheets to support marketing activities such as project/budget planning and organisation of marketing assets	
S13 Use technology and software packages to support day to day activities, e.g., stakeholder communications, development of briefs, data analysis, report writing, presentations and project management	
S14 Identify and use data and technologies to achieve marketing objectives	

Interview

Overview

In the interview, the End-Point Assessor will ask the apprentice questions to give them the opportunity to demonstrate competence in the knowledge, skills and behaviours (KSBs) mapped to this assessment method.

The interview allows the apprentice to showcase their depth of understanding relating to the KSBs, and they can be assessed against KSBs that may not naturally occur as part of a work-based project. The End-Point Assessor can also consider the context and sector that the apprentice operates within, giving flexibility to ensure that all the KSBs can be assessed appropriately.

The apprentice must have access to their portfolio of evidence during the interview, as they can refer to and illustrate their answers with evidence from their portfolio.

The interview must last for **60 minutes**. The End-Point Assessor can increase the time of the interview by up to 10% to allow the apprentice to respond to a question if necessary.

The apprentice must be given **one week's notice** of the interview, and the End-Point Assessor must have at least **two weeks** to review the supporting documentation to prepare questions.

The End-Point Assessor must ask at least **six questions**. Follow up questions are allowed where clarification is required.

The interview must take place in a suitable venue, for example, the employer's premises, in a controlled environment, free from any distractions.

The interview can be conducted by video conferencing using Microsoft Teams.

Grading

This assessment is graded as fail, pass or distinction according to the grading criteria.

To achieve a pass in this assessment, the apprentice must meet all the pass criteria. To be awarded a distinction, they must meet all the pass criteria and all the distinction criteria.

If the apprentice does not meet all the pass criteria, this assessment will be graded as a fail.

Interview underpinned by portfolio of evidence - KSBs and Grading Criteria

Marketing methods, principles, and practices	
Pass	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)
Dist.	N/A
K1 Marketing theory, concepts and basic principles such as what marketing is, the marketing mix the promotional mix and the differences between each channel used	
K4 What a marketing plan is, how it is built and its purpose	
K15 The principles of content marketing, and content creation	
Regulation and legislation	
Pass	Explains the regulatory and legislative requirements for handling and processing of data in their marketing role (K9)
Dist.	N/A
K9 Relevant regulatory and legislative requirements such as data protection, GDPR, cyber security, trading laws, and copyright law for the handling and processing of data and its application	
Marketing communications	
Pass	Describes the principles of conducting marketing communications and why it is important that this is undertaken in an ethical and diverse manner (K10)
	Explains how they identify and seek out opportunities for professional development (B5)
Dist.	N/A
K10 Principles of conducting marketing communications in an ethical and diverse manner	
B5 Seeks learning opportunities and continuous professional development	

Customer experience and the customer journey	
Pass	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)
Dist.	Analyses the impact of customer targeting and make evidence based recommendations on how to improve the customer journey (K21, K22)
K13 How to brief and manage external marketing suppliers	
K21 The customer journey including customer offline and digital touchpoints, customer personas, how to engage customers at different stages of their journey, sales funnels and how to segment an audience for targeting	
K22 The impact marketing has on the level of customer service or the customer experience, including community management channels	
B6 Acts in a professional manner with integrity and confidentiality	
Research and campaign planning	
Pass	Outlines the importance of competitor analysis and how this would be undertaken and contribute to the research of external suppliers to support recommendations (K5)
	Contributes to research of external suppliers and make recommendations for the procurement of marketing goods and services (S9)
Dist.	N/A
K5 The importance of competitor analysis and how to undertake it	
S9 Contribute to the research of external suppliers to support recommendations and procurement of marketing goods and services	
IT and digital tools	
Pass	Discusses how to create content and how this would be adapted for different online and offline mediums using software to produce assets, organising offline and digital assets to ensure they are co-ordinated and legally compliant (K7, K23, S8, S10)
Dist.	N/A
K7 Create content using principles of design and copywriting, and how to adapt for online and offline mediums e.g., writing digital content for the web compared to leaflets.	
K23 Quality management and the maintenance of online and offline assets	
S8 Use software to design and create marketing assets to meet the technical specification	
S10 Organise offline and digital assets ensuring they are co-ordinated and legally compliant	

Campaign implementation and management	
Pass	Summarises the common marketing channels and cross channel behaviour to use in order to build and implement campaigns using offline and online media platforms working flexibly and adapting to circumstances (K12, S6, B3)
Pass	Shows how a content management system is used to publish text, images and video/animated content (S11)
Pass	Describes how to measure return on investment (ROI) and demonstrate how campaigns are monitored and amended to meet budget requirements (K16, S15)
Dist.	Evaluates the suitability of different marketing channels for building and implementing campaigns, making valid and evidence based recommendations for change (K12, S6)
K12 Common marketing channels, cross channel behaviour, and how to manage and operate an integrated campaign using online and offline channels	
K16 Budget management and how to measure return on investment (ROI)	
S6 Build and implement multi-channel campaigns across a variety of platforms, either offline or digital media	
S11 Use a website content management system to publish text, images, and video/animated content	
S15 Monitor and amend campaigns to meet budget requirements including time and monetary costs	
B3 Works flexibly and adapts to circumstances	
Data analysis and marketing evaluation	
Pass	Identifies current and emerging technologies and software and how these are used to record and analyse customer data and the impact on marketing campaigns (K8, S18)
Dist.	Justifies the technology and software used to analyse their findings and why others were not suitable (K8, S18)
K8 Current and emerging technologies, software and systems which impact on marketing	
S18 Use data analysis tools to record, interpret and analyse customer or campaign data	

Overall Grading

The overall grades available for this apprenticeship are fail, pass, merit or distinction. Each assessment component is graded individually. Once an apprentice has completed all assessment components, the grades are combined as described in the table below to determine an apprentice's overall grade.

Written project report with presentation and questioning	Interview underpinned by portfolio of evidence	Overall Grade
A fail in any assessment component will result in a fail overall		
Pass	Pass	Pass
	Distinction	Merit
Distinction	Pass	
	Distinction	Distinction

Resits and Retakes

If an apprentice fails one or more assessment method(s), they are eligible for a resit or a retake. The apprentice's employer needs to agree that a resit or retake is appropriate.

A resit does not need further learning, whereas a retake does. An apprentice should have a supportive action plan to prepare for a resit or a retake.

Resits are typically taken within two months of the fail notification. The timescale for a retake is dependent on how much retraining is required, but they are typically taken within three months of the fail notification.

Failed assessment methods must be resat or retaken within six months from the fail notification, otherwise the entire EPA will need to be resat or retaken in full.

If the apprentice fails the project assessment method, they will be given four weeks to rework the report in line with the feedback given and submit the amended report.

If an apprentice requires a resit or retake, their EPA grade will be capped at a pass, unless Training Qualifications UK determines there are exceptional circumstances.

Resits and retakes are not offered to an apprentice wishing to move from pass to a higher grade.

Appeals

Training Qualifications UK's Appeals Policy, including time frames, can be found here.