



Level 3 Digital Marketer

EPA Overview

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1. EPA headlines

- Must be on programme 366 days before entering gateway
- Must have Summative portfolio, Employer reference, KM1 (Principles of Coding), KM2 (Marketing Principles), KM3 (Google Analytics IQ), Maths and English, EPA gateway form prior to gateway
- Employer reference must be completed fully by Employer to support KSB's and activities learner has completed whilst on programme
- EPA window 3 months – 6 months if re-sit required
- 4 x Assessment methods at EPA – 1. Summative portfolio 2. Employer reference, 3. Synoptic project, 4. Interview
- Synoptic project must start within the EPA window
- Synoptic project must be selected prior to entering gateway and there are 4 to select from
- Interview Lasts 60 mins – Underpinned by Summative portfolio

2. Gateway

Gateway is the point that the employer is satisfied that the apprentice is consistently working at or above the level set out in the occupational standard. In making this decision, the employer may take advice from the training provider, but the decision must ultimately be made by the employer.

Apprentices must have been on programme for at least 366 days prior to entering gateway, and must also meet the following gateway requirements for Level 3 Digital Marketer programme:

- Portfolio of evidence
- Portfolio checklist
- Knowledge module certificates or exemption for Principles of Coding, Marketing Principles and Digital Marketing Business Principle or Google Analytics IQ.
- Employer reference
- EPA gateway form
- Level 2 English and Maths evidence

The EPAO determines when all gateway requirements have been met, and the EPA period will only commence once the EPAO has confirmed this.

3. End Point Assessment

The EPA window for Level 3 Digital Marketer is 3 months.

The End Point Assessment includes an assessment of all the requirements of the standard, including, competencies, knowledge and behaviours. It takes place in the final few months of the apprenticeship, using four assessment methods:

- Summative portfolio
- Synoptic project
- Employer reference
- Interview

Summative Portfolio

The summative portfolio is compiled by apprentices whilst on programme, prior to entering End Point Assessment. 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.

Apprentices will present evidence from real-work projects, illustrating the application of all the knowledge, skills and behaviours set out in the standard. 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.

The evidence should be based on real work projects or outputs. The evidence can be supplemented with the following:

- Performance reports
- Reflective accounts by the apprentice
- Expert witness testimony
- Customer feedback

Employer Reference

The summative portfolio is compiled by employers whilst their learner is on programme, prior to them entering End Point Assessment. The employer will provide a reference setting out their views of the quality of the apprentice's work.

The EPAO will provide guidance and a simple template seeking employers' comments against the grading minimum standards, criteria, and dimensions, as set out in the occupational brief.

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.

EPAOs will develop a bank of business-related projects. Each of these projects will present a typical business task, appropriate for an SME, an IT business, a large corporate or a non-IT business. All the projects will be comparable in terms of content and complexity, it is the context within which the skills and knowledge must be demonstrated that will vary. Training providers and employers will select the most appropriate project for each apprentice, based on their current job role.

Each project will typically take 5 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, on the employer's premises. The requirements for the controlled



environment' will include a quiet room, away from the normal place of work, with a dedicated workstation, with access to all the required equipment and with someone responsible for the controlled environment to ensure it is their own work and to respond to any questions in a consistent way.

Each project will enable the following to be demonstrated:

- The application of knowledge and skills to meet the project outcomes
- The approach to planning and completion of the task
- The application of the relevant behaviours

Projects will require apprentices to document their assumptions and to highlight the consequences of those assumptions – enabling them to show their understanding of commercial pressures, and the application of their thinking and problem-solving skills.

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 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 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 is carried out with an Independent Assessor sourced by the EPAO. The interview typically lasts 60-90 minutes.

4. Grading

An independent assessor will assess each element of the end point assessment and will then decide whether to award successful apprentices with a Pass, Merit or a Distinction.

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

The **What** – what the apprentice has shown they can do

The **How** – the way in which the work has been done

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. The minimum requirements for a pass and the dimensions to be considered for a merit or a distinction are defined in the [occupational brief](#).

For a pass, each of the three sets of criteria must demonstrate at least the expected (minimum requirement) level of quality. For a merit, the **What** must be significantly above the level of quality and one of either the **How** or the **With Whom** has to be significantly above the level of



quality expected. For a distinction, each of the three sets of criteria must be significantly above the expected level of quality.

Further information on the Level 3 Digital Marketer EPA can be found in the [assessment plan](#). A full list of the Technical Competencies can be found on the Institute for Apprenticeships website [here](#).

