



**Digital by Design (DxD)  
Apprenticeships:  
Technical Specification  
Guide  
Multi-Channel Marketer Level 3**



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## **1. About this guide**

Multi-Channel Marketer is one of QA's portfolio of digital-by-design (DxD) apprenticeships.

To help prepare and support you on your digital learning journey, this guide outlines the different technologies used to deliver our apprenticeship, with guidance on what you need to do to ensure you can access them as and when you need to during your programme.

Please pass this document on to your IT department so they can ensure all the required websites are allow-listed and accessible from within your organisation, and all the technologies listed are available to you.

## **2. Technical Requirements**

1. Internet connectivity
2. Internet browser
3. Webcam
4. Enabled microphone (laptop/desktop)

As part of your digital learning journey, our apprenticeships require you to connect with key contacts such as your Digital Learning Consultant (DLC) via web conferencing.



### 3. Key Technologies & Digital Platforms

There are two types of link included below.

- a. Those marked **[D]** should work via any modern web browser.
- b. Those not marked **[D]** are used as integration links between platforms and will not work by clicking the link on its own.

#### **c. For those links marked [D]**

Using a laptop/pc build provided by your organisation:

1. Click on the link(s) marked [D], or copy and paste them into your web browser address bar.
2. Can you successfully reach the intended page?
3. If no, please raise this with your internal IT team.

#### **d. For those links not marked [D], or with additional information**

Pass these links on to your internal IT team, who will be able to confirm whether or not they will function correctly.

NOTE: for any data location marked with an asterisk (\*), data passed to these platforms is pseudonymised.



Platform	Description	Data Location	URL(s)	Blocking Implications
<b>WebEx</b>	WebEx is QA's main tool for video conferencing, online meetings and screen share. You will have your sign-up and programme launch sessions, as well as ongoing reviews, via WebEx.	UK	<a href="https://www.webex.com">https://www.webex.com</a> [D]	You will be able to communicate live with key delivery staff.
<b>Microsoft Teams</b>	MS Teams is an alternative means of video conferencing, if Webex is not permitted in your organisation. If you will be unable to use Webex, please let us know before sign-up.	UK	<a href="https://teams.microsoft.com">https://teams.microsoft.com</a> [D]	
<b>Bud</b>	Bud is QA's DxD apprenticeship delivery platform. This is where you will access learning activity instructions, submit tasks, communicate with your DLC, and keep track of your progress.	EU	<a href="https://web.bud.co.uk">https://web.bud.co.uk</a> [D] <a href="https://qa-auth.bud.co.uk/Account/Login?">https://qa-auth.bud.co.uk/Account/Login?</a> [D] <a href="https://auth.bud.co.uk/Account/Login?">https://auth.bud.co.uk/Account/Login?</a> [D]	You will be able to access Bud from the workplace, to work on your apprenticeship.
<b>BKSB</b>	BKSB is an online platform for assessing your English and Maths functional skills. You will be required to take a functional skills assessment as part of your application process.	Republic of Ireland	<a href="https://www.bksblive2.co.uk">https://www.bksblive2.co.uk</a> [D] <a href="https://bksbcloudfront.bksblive.co.uk/test/test.txt">https://bksbcloudfront.bksblive.co.uk/test/test.txt</a> [D] <a href="https://cdn.bksb.co.uk/test/test.txt">https://cdn.bksb.co.uk/test/test.txt</a> [D] <a href="https://www.services.bksb-demo.co.uk">https://www.services.bksb-demo.co.uk</a> (advised by BKSB)	You will be able to complete the application process on signing up to your apprenticeship.



<b>SCORM Cloud</b>	SCORM Cloud is a cloud-based course delivery platform that QA uses in the delivery of courses.	USA*	<a href="https://cloud.scorm.com">https://cloud.scorm.com</a> [D]	Vital content for your apprenticeship will be available.
<b>Zendesk Chat</b>	This is a live chat tool used by QA to provide you with real time, live support.	EU	<a href="https://static.zdassets.com">https://static.zdassets.com</a> (requested by Zendesk)	You will have access to real-time, live support.
<b>The QA platform</b>	The QA platform is QA's own enterprise digital skills platform, providing Learning Paths, hands-on labs and technical skills assessments.  It may be used in any IT / technical programme involving coding.	USA*	<a href="https://app.qa.com">https://app.qa.com</a> [D] <a href="https://bud.sso.app.qa.com">https://bud.sso.app.qa.com</a> [D] – this should divert to the Bud login page	You will have access to content and labs that may support you in completing your apprenticeship.  The QA platform is accessible via SSO in Bud. No additional login is required.
<b>QA Employer Dashboard</b>	This enables your employers to track and download information on your progress, including training, off-the-job hours and End Point Assessment.	UK	<a href="https://employerdashboard.qa.com">https://employerdashboard.qa.com</a> [D]	Your employers will be able to gain access to your progress information and other key data.
<b>Labs on Demand</b>	Used to remote onto your PC (which is set up in classroom) Generic user login will be provided for use during classroom events. The content is destroyed immediately after.	USA	<a href="https://lod.one/TestLab">https://lod.one/TestLab</a>	
<b>GoToMyPC</b>	Used to host virtual machines in the cloud.		<a href="https://www.gotomypc.com/members/login.tmp">https://www.gotomypc.com/members/login.tmp</a>	



	<p>You will need to provide your own Microsoft account and Training key (provided by QA).</p>	<p><a href="mailto:connectiontest@qa.com">connectiontest@qa.com</a> <a href="#">Password: AxdE@S\$p5b</a> Note these credentials are tied to a QA instance, the details may change <a href="https://support.logmeininc.com/go/tomypc/help/what-are-the-optimal-firewall-configurations-1110617141">https://support.logmeininc.com/go/tomypc/help/what-are-the-optimal-firewall-configurations-1110617141</a></p>	
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#### 4. Websites

Category	URL(s)	
<b>Safeguarding</b>	<a href="https://www.bbc.co.uk">https://www.bbc.co.uk</a> <a href="https://podcasts.apple.com">https://podcasts.apple.com</a> <a href="https://open.spotify.com">https://open.spotify.com</a> <a href="https://www.citizensadvice.org.uk">https://www.citizensadvice.org.uk</a> <a href="https://www.apprenticeextra.co.uk">https://www.apprenticeextra.co.uk</a> <a href="https://www.childrensociety.org.uk">https://www.childrensociety.org.uk</a> <a href="https://www.nationaldebtline.org">https://www.nationaldebtline.org</a> <a href="https://www.moneyadvice.service.org.uk">https://www.moneyadvice.service.org.uk</a> <a href="https://www.moneysavingexpert.com">https://www.moneysavingexpert.com</a> <a href="https://www.gov.uk">https://www.gov.uk</a> <a href="https://www.victimsupport.org.uk">https://www.victimsupport.org.uk</a> <a href="https://www.mind.org.uk">https://www.mind.org.uk</a>	<a href="https://www.itai.info/videos/">https://www.itai.info/videos/</a> <a href="https://educateagainsthate.com">https://educateagainsthate.com</a> <a href="https://www.safecampuscommunities.ac.uk">https://www.safecampuscommunities.ac.uk</a> <a href="https://www.crosstheline.co.uk">https://www.crosstheline.co.uk</a> <a href="https://act.campaign.gov.uk">https://act.campaign.gov.uk</a> <a href="https://homeofficemedia.blog.gov.uk">https://homeofficemedia.blog.gov.uk</a> <a href="https://www.remploy.co.uk">https://www.remploy.co.uk</a> <a href="https://youngminds.org.uk">https://youngminds.org.uk</a> <a href="https://www.childline.org.uk">https://www.childline.org.uk</a> <a href="https://www.themix.org.uk">https://www.themix.org.uk</a> <a href="https://www.samaritans.org">https://www.samaritans.org</a> <a href="https://www.refuge.org.uk">https://www.refuge.org.uk</a>
<b>General (likely sites)</b>	<a href="https://www.youtube.com">https://www.youtube.com</a>	<a href="https://www.instituteforapprenticeships.org">https://www.instituteforapprenticeships.org</a>

#### 5. Email Domains

Domain	Description
bud.co.uk	Bud will send out automated messages throughout your learning journey, from asking you to set a password, to informing you when your Digital Learning Consultant provides you with feedback.
qa.com	Throughout your apprenticeship, you and your line manager will need to be able to receive emails from various teams within QA.





**NOTE:** Detailed documentation on data and storage available on request.

## 6. Software

For all programmes, we recommend that you should have access to the standard MS Office suite, or an equivalent that is able to run macros. You will also need a recognised, up-to-date browser.

## 7. Programme-specific requirements

### a. Technologies and Platforms

Platform name	Description/ Use Case	URL
Canva	Design tool	<a href="#">Home - Canva</a>
Survey Monkey	Survey Tool	<a href="#">SurveyMonkey: The World's Most Popular Free Online Survey Tool</a>
Wordpress.com	Website CMS tool	<a href="#">WordPress.com: Build a Site, Sell Your Stuff, Start a Blog &amp; More</a>
WIX	Website CMS tool	<a href="#">Website Builder - Create a Free Website Today   Wix.com</a>
W3 Schools	Web developer site	<a href="#">W3Schools Online Web Tutorials</a>
Figma	Collaborative Design Tool	<a href="#">Figma: The Collaborative Interface Design Tool</a>
Gemini Google	Ai search Tool	<a href="#">Gemini (google.com)</a>
LinkedIn	Social Media Platform	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
Facebook	Social Media Platform	<a href="https://www.facebook.com/">https://www.facebook.com/</a>



Instagram	Social Media Platform	<a href="https://www.instagram.com/">https://www.instagram.com/</a>
X	Social Media Platform	<a href="https://www.x.com/">https://www.x.com/</a>
Tiktok	Social Media Platform	<a href="https://www.tiktok.com/">https://www.tiktok.com/</a>
Snapchat	Social Media Platform	<a href="https://www.snapchat.com/">https://www.snapchat.com/</a>
Pinterest	Social Media Platform	<a href="https://www.pinterest.com/">https://www.pinterest.com/</a>
Hootsuite	Digital, Content or Social media Tools	<a href="#">Hootsuite   Social Media Marketing and Management Tool</a>
Social Media Tracker	Digital, Content or Social media Tools	<a href="#">Social Media Tracker: get detailed analysis of your and your competitor's social media effort   Semrush</a>
Buffer	Digital, Content or Social media Tools	<a href="#">Buffer: All-you-need social media toolkit for small businesses</a>



Semrush – keyword generator	Digital, Content or Social media Tools	<a href="#">Keyword Generator by Semrush</a>
Google Trends	Digital, Content or Social media Tools	<a href="#">Google Trends</a>
ChatGPT	Ai Tools	<a href="#">Introducing ChatGPT (openai.com)</a>
Grammarly	Digital, Content or Social media Tools	<a href="#">Grammarly</a>
Microsoft Designer	Digital, Content or Social media Tools	<a href="#">Microsoft Designer - Stunning designs in a flash</a>
Dall-E	Digital, Content or Social media Tools	<a href="#">DALL·E 2 (openai.com)</a>
Unsplash	Digital, Content or Social media Tools	<a href="#">Beautiful Free Images &amp; Pictures   Unsplash</a>
Shutterstock	Digital, Content or Social media Tools	<a href="#">Stock Images, Photos, Vectors, Video, and Music   Shutterstock</a>



Descript	Digital, Content or Social media Tools	<a href="#">Descript   All-in-one video &amp; podcast editing, easy as a doc.</a>
Animoto	Digital, Content or Social media Tools	<a href="#">Free Video Maker   Create &amp; Edit Your Videos Easily - Animoto</a>
Audacity	Digital, Content or Social media Tools	<a href="#">Audacity®   Free Audio editor, recorder, music making and more! (audacityteam.org)</a>
Alitu	Digital, Content or Social media Tools	<a href="#">Alitu – Podcast in minutes. All with one app.</a>
Google Workspace	Digital, Content or Social media Tools	<a href="#">Google Workspace   Business apps and collaboration tools</a>
Trello	Digital, Content or Social media Tools	<a href="#">Manage Your Team’s Projects From Anywhere   Trello</a>
Microsoft Outlook	Digital, Content or Social media Tools	<a href="#">Microsoft Outlook Personal Email and Calendar   Microsoft 365</a>
Slack	Digital, Content or Social media Tools	<a href="#">Slack is your productivity platform   Slack</a>



Google Meet	Digital, Content or Social media Tools	<a href="#">Google Meet</a>
Milanote	Digital, Content or Social media Tools	<a href="#">Milanote - the tool for organizing creative projects</a>
Smartmockups	Digital, Content or Social media Tools	<a href="#">Create stunning product mockups easily and online - Smartmockup</a>
Ad Mockups	Digital, Content or Social media Tools	<a href="#">Ad Mockup Generator (admockups.com)</a>
Adobe Express	Digital, Content or Social media Tools	<a href="#">Adobe Express for Marketers</a>
Snappa	Digital, Content or Social media Tools	<a href="#">Snappa - Quick &amp; Easy Graphic Design Software</a>

### b. Websites

Website name	Description/ Use Case	URL
CIM	Resource Website	<a href="#">Marketing and digital content hub   CIM</a>
HUBSPOT	Resource Website	<a href="#">HubSpot Blog   Marketing, Sales, Agency, and Customer Success Content</a>



SEMRUSH	Resource website	<a href="#">The SEO, SEM, PPC and Content Marketing Blog - Semrush</a>
Bcorp	Resource website	<a href="#">The UK B Corporation Movement</a>
British Business Bank	Resource website	<a href="#">What is ESG? A guide for businesses - British Business Bank (british-business-bank.co.uk)</a>

**c. Software**

N/A

