

Digital Marketer Level 3 - End-Point Assessment

Although not referred to in the Assessment plan, BIIAB will hold a planning meeting:

- The meeting will be conducted remotely via Skype for business.
- Assessor plans and schedules all activity within 2 month window for EPA with Apprentice and employer.

EPA components:

- **a summative portfolio** – towards the end of the apprenticeship, the apprentice completes a portfolio containing evidence from real work projects. The portfolio is a small number of complete and /or discrete pieces of their very best work, against the totality of the standard, based on the **application** of knowledge, competence and behaviours in a real work environment in a holistic and coherent way to achieve real-work objectives. Employers and training providers will assist the apprentice to assemble their portfolio and wherever possible, this will be an e portfolio or other electronic platform. The evidence can be supplemented with performance reports, reflective accounts by the apprentice, expert witness testimony and customer feedback.
- **a synoptic project** - a business-related project, from a bank of projects produced by BIIAB, over a one-week period away from the day to day work pressures in a 'controlled environment' at the Employers premises or the Providers premises, typically taking 4 working days to complete. This provides evidence and tests the application of a broad breadth selected set of knowledge, competencies and behaviours against a pre-defined project brief undertaken. Training providers and employers will select the most appropriate project for each apprentice, based on their current job role. At least half of the projects will be available to complete on-line. Projects will enable differentiation of performance in line with the grading criteria. 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.
- **an employer reference** - Provides the employer's perspective on how the apprentice has performed in the workplace and how they have applied their knowledge, competencies and behaviours in work projects. BIIAB 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.
- **a structured interview** – a structured discussion with the apprentice exploring and clarifying what they have produced in the portfolio and the project as well as looking at how they have been produced in more detail and for the Assessor to confirm and validate judgements about the quality of the work. Where relevant the Employer reference may also be included. This provides an opportunity for further evidence to be gathered and/or evidence to be explored in more detail against any of the knowledge, competence or behaviours of the standard.

The interview must be the last activity completed in the EPA.

Grading:

- Overall grade produced Pass, Merit, Distinction, Fail, for the entire apprenticeship and none of the elements are graded separately.
- Grading based on a holistic view of the apprentice's work and as evidenced through each of the methods of end point assessment. It is only after the interview has been completed that the grading decision can be taken.
- The grading is against criteria related to the 'what' – what the apprentice has shown they can do, the 'how' – the way in which work has been done and the 'with whom' - the personal and interpersonal qualities the apprentice has brought to internal and external relationships.

The minimum requirements for a pass and the dimensions to be considered for a merit or a distinction are defined in the Occupational Brief, available from the Tech Partnership. Criteria for the award of a merit or distinction can also be found in the annex of the Assessment Plan.