

apprenticeship FRAMEWORK

Social Media and Digital Marketing (Wales)

IMPORTANT NOTIFICATION FOR ALL APPRENTICESHIP STARTS FROM 14 OCTOBER 2016

Modifications to SASW came into effect on 14 October 2016. These changes relate to the **Essential Skills and Employer Rights and Responsibilities** requirements of a framework and they **ONLY** apply to new Apprenticeship starts on, or after, 14th October. Apprenticeship starts before this date must continue to meet the 2013 SASW requirements for Essential Skills and Employer Rights and Responsibilities.

For more details of the changes and how they will affect new apprenticeship starts, please read the following preface page to the framework document. NB: Please check the "Revising a Framework" section for information on any additional changes that may have been made to this framework.

Latest framework version?

Please use this link to see if this is the latest issued version of this framework:

afo.sscalliance.org/frameworkslibrary/index.cfm?id=FR02671

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CHANGES TO REQUIREMENTS FOR APPRENTICESHIP STARTS FROM 14TH OCTOBER 2016

These changes relate to the Essential Skills and Employer Rights and Responsibilities requirements of a framework and they ONLY apply to new Apprenticeship starts on, or after, 14th October 2016. Apprenticeship starts before this date must continue to meet the 2013 SASW requirements for Essential Skills and Employer Rights and Responsibilities.

Alternatives for Essential Skill qualifications

Foundation apprenticeships (Level 2): Where Essential Skills qualifications are specified in a foundation apprenticeship framework (Level 2), the apprenticeship framework must specify as a Welsh certificate requirement, the acceptance of one of the following recognised proxy qualifications.

For Communication:

- a. GCSE or iGCSE qualification in English language or literature to at least grade G (Level 1 equivalent); or
- b. O Level qualification in English language or literature to at least grade E; or
- c. A/AS Level qualification in English language or literature to at least grade E; or
- d. SCQF Level 4 – Communication Core Skills (Oral communication and written communication); or
- e. SQA National 4 English; or
- f. Functional Skills or Key Skills literacy qualifications in English provided the proxy qualification(s) attained are at Level 1 or above.

For Application of Number:

- a. GCSE or iGCSE qualification in Mathematics to at least grade G (Level 1 equivalent); or
- b. O Level qualification in Mathematics to at least grade E; or
- c. A/AS Level qualification in Mathematics to at least grade E; or
- d. SCQF Level 4 – Numeracy Core Skill (Graphical Information and using number); or
- e. SQA National 4 Mathematics ; or
- f. Functional Skills or Key Skills numeracy qualifications in Mathematics provided the proxy qualification(s) attained are at Level 1 or above.

Apprenticeships (Level 3): Where Essential Skills qualifications are specified in an apprenticeship framework (Level 3), the apprenticeship framework must specify as a Welsh certificate requirement, the acceptance of one of the following recognised proxy qualifications.

For Communication:

- a. GCSE or iGCSE qualification in English language or literature to at least grade C (Level 2 equivalent); or
- b. O Level Qualification in English language or literature to at least grade C; or
- c. A/AS Level qualification in English or literature to at least grade E; or
- d. SCQF Level 5 – Communication Core Skills (Oral communication and written communication); or
- e. SQA National 5 English; or
- f. Functional Skills or Key Skills literacy qualifications in English provided the proxy qualification(s) attained is at Level 2 or above.

For Application of Number:

- a. GCSE or iGCSE qualification in Mathematics to at least grade C (Level 2 equivalent); or
- b. O Level Qualification in Mathematics to at least grade C; or
- c. A/AS Level qualification in Mathematics to at least grade E; or
- d. SCQF Level 5 – Numeracy Core Skill (Graphical information and using number); or
- e. SQA National 5 Mathematics; or
- f. Functional Skills or Key Skills numeracy qualifications in Mathematics provided the proxy qualification(s) attained are at Level 2 or above.

Higher Apprenticeships (Levels 4-7): Essential Skills requirements are as for an apprenticeship frameworks at Level 3.

CHANGES TO REQUIREMENTS FOR APPRENTICESHIP STARTS FROM 14TH OCTOBER 2016

Employer Rights and Responsibilities (ERR)

The final modification to SASW is to Employer Rights and Responsibilities (ERR) which is no longer compulsory in frameworks. Please refer to the Employer Rights and Responsibilities section within the framework document to confirm specific requirements.

Additional Information

It should be noted that SASW has also been modified to reflect existing improvements to Essential Skills Wales Qualifications. These improvements to ESW qualifications were signalled by the revised names:

- Essential Skills Wales Communication is now Essential Communication Skills (still 6 credits in size)
- Essential Skills Wales Application of Number Skills is now Essential Application of Number Skills (still 6 credits in size)
- Essential Skills Wales Information Communication Technology Skills is now Essential Digital Literacy Skills (still 6 credits in size)

Whilst there have been some amendments to the content of ESW qualifications, the most significant change has been to the assessment methodology for these qualifications.

From 1 January 2016, all new starts have had to follow the revised Essential Skill qualifications.

The updated version of SASW, and guidance documents, can be accessed here:

<http://gov.wales/topics/educationandskills/skillsandtraining/apprenticeships/providers/?lang=en&dgd>

Over the coming months, the Essential Skills section within AFO will be amended to reflect the SASW modifications and all current frameworks will be updated and reissued to incorporate these changes. In the meantime, if you are in any doubt as to the requirements of any framework then please contact the relevant Issuing Authority.

Social Media and Digital Marketing (Wales)

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Framework summary

Social Media and Digital Marketing

Apprenticeship in Social Media and Digital Marketing (Wales)

Pathways for this framework at level 3 include:

Pathway 1: Social Media

Competence qualifications available to this pathway:

N/A

Knowledge qualifications available to this pathway:

N/A

Combined qualifications available to this pathway:

B1 - Level 3 Diploma in Social Media for Business

This pathway also contains information on:

- Employee rights and responsibilities
- Essential skills

Pathway 2: Digital Marketing

Competence qualifications available to this pathway:

N/A

Knowledge qualifications available to this pathway:

N/A

Combined qualifications available to this pathway:

B1 - Level 3 Diploma in Digital Marketing (QCF)

This pathway also contains information on:

- Employee rights and responsibilities
- Essential skills

Social Media and Digital Marketing

Higher Apprenticeship in Social Media and Digital Marketing

Pathways for this framework at level 4 include:

Pathway 1: Digital Marketing

Competence qualifications available to this pathway:

N/A

Knowledge qualifications available to this pathway:

N/A

Combined qualifications available to this pathway:

B1 - Level 4 Diploma in Digital Marketing

This pathway also contains information on:

- Employee rights and responsibilities
- Essential skills

Framework information

Information on the Publishing Authority for this framework:

Skills CFA

The Apprenticeship sector for occupations in business and administration, customer service, enterprise and business support, human resources and recruitment, industrial relations, leadership and management, marketing and sales (also includes contact centres and third sector).

Issue number: 4	This framework includes:
Framework ID: FR02671	Level 3 Level 4
Date this framework is to be reviewed by: 31/12/2014	This framework is for use in: Wales

Short description

The purpose of this framework is to allow learners to develop the knowledge and competence skills required for working in social media and digital marketing roles. The framework will be available at Level 3 and is relevant for the following jobs:

Social Media Assistant
Social Media Consultant
Social Media Analyst
Digital Account Assistant
Digital Marketing Assistant
Digital Communications Officer
Community Engagement Officer

Contact information

Proposer of this framework

This apprenticeship has been proposed and developed by City & Guilds, the Digital Pathway was recently developed in partnership with Agilisys Arch. Employers were engaged through the Agilisys consultation group, this included Zip Car, Contentive, Google, Incisive Media, Azimo Ltd, Charities Technology Trust, Ladders Associates, Big Choice, UK Youth, Middleton Murray and Livity. Training providers and colleges were invited to feedback and input into the development as well. We have engaged with and involved employers across the various sectors linked to this framework to ensure strong links to job roles. Consultation surveys were sent out, events organised to meet and discuss the qualification content and an academic board created to review the development.

Developer of this framework

Name: Kerry McLennan-McKenzie
Organisation: City & Guilds
Organisation type: Awarding Organisation
Job title: Portfolio Manager
Phone: 0844 543 0000
Email: businessquals@cityandguilds.com
Postal address: 1 Giltspur Street
London
EC1A 9DD
Website: www.cityandguilds.com

Issuing Authority's contact details

Issued by:
Issuer contact name:
Issuer phone:
Issuer email:

Revising a framework

Contact details

Who is making this revision: Matthew Street
Your organisation: Skills CFA
Your email address: apprenticeships@skillscfa.org

Why this framework is being revised

A new qualification is being added to the Social Media pathway.

Summary of changes made to this framework

A new qualification is being added to the Social Media pathway.

Qualifications removed

none

Qualifications added

Skillsfirst Level 3 Diploma in Social Media for Business (QCF) - 601/1209/8

Qualifications that have been extended

none

Purpose of this framework

Summary of the purpose of the framework

Digital marketing and the use of social and digital media is a key part of business marketing strategies and practice today. The growth of this industry sector has seen a number of jobs advertised for social media experts. A survey of over 500 companies carried out by eConsultancy/Experian in early 2012 found businesses were planning on expanding their digital marketing presence and subsequent departments but felt the shortage of skilled workers in this area was preventing them from fully harnessing digital media. Businesses are looking for more digital marketing capability and capacity which is increasing the demand for skilled people in this sector. This framework is created to equip learners with the ability to understand, utilise and develop the skills needed whilst working in social media and digital marketing for business purposes. It also builds in transferable skills such as communication, team working, interpersonal skills and the ability to reflect on personal learning. Tasks may include creating and optimising content for the web, using digital and social media for marketing campaigns, key word optimisation, content management and website creation.

Social media is still young and we are in the 'early adopter' phase for companies. There are over 500 million active users on Facebook, 105 million registered users on Twitter and 75 million professionals on LinkedIn.

Businesses need the support of a skilled workforce to enable them to make the best use of this new marketing device.

The framework will contribute to meeting the skills priorities for Digital Wales and works across all nations to ensure the skills of the workforce match those required by business today.

The framework will also contribute to meeting the skills priorities in Wales by:

- incorporating skills to improve the levels of general literacy, numeracy and ICT in Wales; using technical and competence qualifications, valued by employers, to help their businesses grow.
- developing apprentices' employability skills, making them more attractive to all employers whichever career they choose.
- providing a career pathway into jobs and training to provide the skills which the economy needs to grow;
- building on the existing quality learning provision for the Business, Marketing, IT and many other sectors in Wales.

Aims and objectives of this framework (Wales)

The aim of this Apprenticeship framework is to provide employers in the public, private and not-for-profit sectors in Wales with a workforce who have the skills knowledge and competency to support business systems, processes and services through social media so they can contribute to making businesses more efficient and productive. This framework has been created to help support the development of the specific skills needed for working in this sector.

The main objectives are to:

1. Build a competent workforce that can understand and utilise social media to develop and enhance business, providing organisations of all sizes across all sectors in Wales with the staff needed to increase productivity and efficiency.
2. Tap into the skills and talents of a diverse population by providing flexible entry routes into a career in social media and digital Marketing.
3. Equip individuals with the skills, knowledge and experience needed to undertake social media and digital marketing roles in a range of business settings.
4. Provide apprentices with an opportunity to develop the skills, knowledge and experience they will need for roles with additional responsibilities and onto further and higher education, if they wish to do so.

Entry conditions for this framework

Employers are looking to attract applicants who have a keen interest in social media and digital marketing. They expect applicants to demonstrate a "can do" attitude and have basic numeracy, literacy and IT skills on which the Apprenticeship will build.

Entrants will come from a diverse background and will come with a range of experience, age, personal achievements and, in some cases, prior qualifications and awards which may count towards the achievement of an Apprenticeship programme. Examples include learners who have:

- held a position of responsibility at school or college
- undertaken work experience or work placement experience
- completed the Duke of Edinburgh Award or similar award
- achieved GCSEs or A levels
- achieved QCF Awards, Certificates or Diplomas
- Welsh Baccalaureate
- undertaken a foundation apprenticeship in Business Administration, Information Technology and Marketing

RULES TO AVOID REPEATING QUALIFICATIONS

Refer to the on and off the job training section for guidance about prior attainment and achievement. In the meantime, this is a short summary:

Processes exist to make sure that applicants with prior knowledge, qualifications and experience are not disadvantaged by having to repeat learning. Training providers and awarding organisations will be able to advise on the current rules for accrediting prior learning and recognising prior experience.

1. Essential Skills Wales.

- If applicants already have GCSEs in English, Maths and/or Information and Communications Technology (ICT) they still have to do the Essential Skills Wales at the relevant level as these are new qualifications and proxies do not exist.
- Key Skills qualifications (at the same level and subject) should be accepted as alternatives to Essential Skills Wales qualifications where they have been achieved before 31 August 2011.

2. Prior experience.

- Applicants already working in the sector will be able to have their prior experience recognised by the awarding organisation and this will count towards the competence and the knowledge qualifications in this framework.

Initial Assessment

Training providers and employers will use initial assessment to ensure that applicants have a fair opportunity to demonstrate their ability and to tailor programmes to meet individual needs, recognising prior qualifications and experience.

Level 3

Title for this framework at level 3

Apprenticeship in Social Media and Digital Marketing (Wales)

Pathways for this framework at level 3

- Pathway 1: Social Media
- Pathway 2: Digital Marketing

Level 3, Pathway 1: Social Media

Description of this pathway

Social Media- Minimum 60 credits

This includes:

Level 3 Diploma in Social Media for Business - Minimum 42 credits

Level 2 Essential Skills (Wales) in ICT, English and Maths - Minimum 18 credits

Entry requirements for this pathway in addition to the framework entry requirements

There are no entry requirements for this pathway in addition to the general framework entry requirements.

Job title(s)	Job role(s)
Social Media Assistant	Manage and monitor online communities. Ensure effective customer conversation, communication and engagement is maintained. Co-ordinate and manage content, use the internet to promote and market, assist in integrating social media platforms.
Social Media Consultant	Work with businesses to promote, utilise and increase presence through social media. Creating social media strategies for business.
Social Media Analyst	Conducting and delivering social media related research and insight for clients through a combination of qualitative and quantitative research.
Digital Account Assistant	Copy writing and media placement, development of social media strategy, relationship management with the media and account management. Timeline and budgetary management.
Digital Marketing Assistant	Monitor social media marketing tactics, maintain corporate blogs, co-ordinate content development for blogs and online syndication, Research and build social media plans and content management.
Digital Communications Officer	Manage the implementation of communication and social media plans whilst maintaining and developing the intermediary marketing database and content management.
Community Engagement Officer	Seek out new and relevant content, formulating the content calendar, identify key bloggers and influencers. Devise bonding activity, creatively and proactively assist online users, identify and analyse issues, patterns and trends.

Qualifications

Competence qualifications available to this pathway

N/A

Knowledge qualifications available to this pathway

N/A

Combined qualifications available to this pathway

B1 - Level 3 Diploma in Social Media for Business					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
B1a	600/4967/4	City & Guilds	42	257-420	N/A
B1b	601/1209/8	Skillsfirst	42	257-420	N/A

Relationship between competence and knowledge qualifications

Apprentices must complete the combined competence and knowledge qualification listed above.

11 Credits of underpinning knowledge will come from the mandatory units as follows:

- Principles of Social Media within a Business R/503/9324 - 6 credits from all learning outcomes
- Principles of Keywords and Optimisation M/503/9329 - 2 credits from learning outcomes 1,3 and 4
- Social Networking Management for a Business Y/503/9325 - 1 credit from learning outcome 2
- Using Collaborative Technologies T/502/4380 - 2 credits from learning outcomes 1,2 and 4

Transferable skills (Wales)

Essential skills (Wales)

	Minimum level	Credit value
Communication	2	6
Application of numbers	2	6
IT	2	6

Progression routes into and from this pathway

Progression onto this Apprenticeship may be from a wide number of routes due to the varying backgrounds and past academic including work related experiences of apprentices. Such routes will include having:

- achieved a Level 2 Foundation Apprenticeship in Business & Administration or Marketing.
- achieved a Level 2 Foundation Apprenticeship in IT Applications Specialist, IT User or IT Professional.
- achieved Welsh Baccalaureate.
- achieved QCF Awards, Certificates or Diplomas.
- achieved GCSEs or A levels.

Learners may also progress onto the Apprenticeship without prior qualifications.

Most learners progressing into the Social Media and Digital Marketing Apprenticeship may have some prior experience in this area, although this is not a formal requirement. All individuals should be judged on their own merits, experiences and capabilities.

Progression possibilities from the Apprenticeship in Social Media and Digital Marketing are (this list is not exhaustive):

- The Level 4 Higher Apprenticeship in Business and Professional Administration and IT.
- Further or higher education to undertake Business, Marketing and IT related qualifications, including Level 4 Higher Qualifications, Foundation Degrees and full Degrees.
- Higher Level qualifications in Team Leading and Management

UCAS points for this pathway: n/a

Employee rights and responsibilities

To achieve the Employee Rights and Responsibilities national outcomes the apprentice must demonstrate that he/she:

1. Knows and understands the range of employer and employee statutory rights and responsibilities under Employment Law. This should cover the apprentice's rights and responsibilities under the Employment Rights Act 1996, Equality Act 2010 and Health & Safety legislation, together with the responsibilities and duties of employers.
2. Knows and understands the procedures and documentation in their organisation which recognise and protect their relationship with their employer. Health & Safety and Equality & Diversity training must be an integral part of the apprentice's learning programme.
3. Knows and understands the range of sources of information and advice available to them on their employment rights and responsibilities. Details of Access to Work and Additional Learning Support must be included in the programme.
4. Understands the role played by their occupation within their organisation and industry.
5. Has an informed view of the types of career pathways that are open to them.
6. Knows the types of representative bodies and understands their relevance to their skill, trade or occupation, and their main roles and responsibilities.
7. Knows where and how to get information and advice on their industry, occupation, training and career.
8. Can describe and work within their organisation's principles of conduct and codes of practice.
9. Recognises and can form a view on issues of public concern that affect their organisation and industry.

The ERR component of the apprenticeship can be achieved through either:

a) the CFA ERR workbook, available from the Skills CfA website (www.skillsca.org)

OR

b) a QCF Award in Employee Rights and Responsibilities (QCF) qualification. For more information, please see the CFA FAQ on our website (www.skillsca.org)

The workbook has been designed to enable apprentices to work their way through a series of questions and activities which will bring ERR to life, making the learning more meaningful and long lasting and enhance the employability skills of the apprentice.

Evidence of achievement of ERR

Training providers and learners will be required to sign a declaration when claiming the Apprenticeship certificate, indicating that the ERR outcomes have been successfully completed through either of the activities detailed above. If using the Skills CFA ERR workbook, a declaration sheet is included at the back of the ERR workbook that must also be signed and returned to Skills CFA when claiming the Apprenticeship certificate.

Those who complete an approved ERR qualification can use the qualification certificate to claim their apprenticeship.

Level 3, Pathway 2: Digital Marketing

Description of this pathway

Digital Marketing - Minimum 92 credits

This includes:

Level 3 Diploma in Digital Marketing - Minimum 74 credits

Level 2 Essential Skills (Wales) in ICT, English and Maths - Minimum 18 credits

Entry requirements for this pathway in addition to the framework entry requirements

There are no entry requirements for this pathway in addition to the general framework entry requirements.

Job title(s)	Job role(s)
Search engine optimisation assistant	Developing strategy and implementation across a range of applications and activities (planning, choosing keywords etc)
Acquisition assistant	Acquiring subscribers, lead generation
Email campaign assistant	Work with the business on email marketing campaign development, mailing list management, success
Online marketing coordinator	Overseeing implementation of a campaign
Search marketing assistant	Support the management of an organisation's pay-per-click (PPC) advertising campaigns
Display marketing assistant	Supporting creative development of banner ads and media("air time") buying
Content marketing assistant	Supporting planning and creation of content
eCommerce assistant	Working on conversion rate improvement activities
Mobile marketing assistant	Identify, plan and manage mobile ad campaigns
Web site content manager	Implement, manage and update a CMS, including creating copy, video and image
Web design assistant	Create micro sites, html emails, implement and manage a CMS
Video marketing production assistant	Planning, organising, filming preparation, filming assistant (lighting, sound)

Qualifications

Competence qualifications available to this pathway

N/A

Knowledge qualifications available to this pathway

N/A

Combined qualifications available to this pathway

B1 - Level 3 Diploma in Digital Marketing (QCF)					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
B1a	601/0110/6	City & Guilds	74	472-505	n/a

Relationship between competence and knowledge qualifications

Apprentices must complete the combined competence and knowledge qualification listed above.

19 Credits of underpinning knowledge will come from the mandatory units as follows:

Unit 320 Principles of marketing and evaluation T/502/9935 - 7 credits from all learning outcomes

Unit 207 Understanding the business environment F/600/7799 - 2 credits from all learning outcomes

Unit 208 Understand legal, regulatory and ethical requirements in sales and a marketing F/502/8206 - 2 credits from all learning outcomes

Unit 304 Using collaborative technology T/502/4380 - 2 credits from learning outcomes 1, 2 and 4

Unit 322 Digital marketing metrics and analytics R/505/1585 - 4 credits from all learning outcomes

Unit 321 Develop own professionalism L/505/1584 - 2 credits from learning outcomes 1, 3 and 4

Transferable skills (Wales)

Essential skills (Wales)

	Minimum level	Credit value
Communication	2	6
Application of numbers	2	6
IT	2	6

Progression routes into and from this pathway

Progression onto this Apprenticeship may be from a wide number of routes due to the varying backgrounds and past academic and work related experiences of apprentices. Such routes will include having:

- achieved a Level 2 Foundation Apprenticeship in IT application specialist, IT software, web and telecoms professional, Marketing and Business and Administration.
- achieved QCF Awards, Certificates or Diplomas.
- achieved GCSEs or A levels.

Learners may also progress into the Apprenticeship without prior qualifications.

Most learners progressing into the Social Media and Digital Marketing Apprenticeship may have some prior experience in this area, although this is not a formal requirement. All individuals should be judged on their own merits, experiences and capabilities.

Progression possibilities from the Apprenticeship in Social Media and Digital Marketing are (this list is not exhaustive):

- The Level 4 Higher Apprenticeships in Business and Professional Administration and IT, Software, Web and Telecoms Professionals.
- Further or higher education to undertake Business, Marketing and IT related qualifications, including Level 4 Higher Qualifications, Foundation Degrees and full Degrees.
- Higher Level qualifications in Management

UCAS points for this pathway: n/a

Employee rights and responsibilities

To achieve the Employee Rights and Responsibilities national outcomes the apprentice must demonstrate that he/she:

1. Knows and understands the range of employer and employee statutory rights and responsibilities under Employment Law. This should cover the apprentice's rights and responsibilities under the Employment Rights Act 1996, Equality Act 2010 and Health & Safety legislation, together with the responsibilities and duties of employers.
2. Knows and understands the procedures and documentation in their organisation which recognise and protect their relationship with their employer. Health & Safety and Equality & Diversity training must be an integral part of the apprentice's learning programme.
3. Knows and understands the range of sources of information and advice available to them on their employment rights and responsibilities. Details of Access to Work and Additional Learning Support must be included in the programme.
4. Understands the role played by their occupation within their organisation and industry.
5. Has an informed view of the types of career pathways that are open to them.
6. Knows the types of representative bodies and understands their relevance to their skill, trade or occupation, and their main roles and responsibilities.
7. Knows where and how to get information and advice on their industry, occupation, training and career.
8. Can describe and work within their organisation's principles of conduct and codes of practice.
9. Recognises and can form a view on issues of public concern that affect their organisation and industry.

The ERR component of the apprenticeship can be achieved through either:

- a) the Skills CFA ERR workbook, available from the Skills CFA website (www.skillscfa.org)
- OR
- b) a QCF Award in Employee Rights and Responsibilities (QCF) qualification.

For more information, please see Skills CFA's FAQ on their website (www.skillscfa.org). The workbook has been designed to enable apprentices to work their way through a series of questions and activities which will bring ERR to life, making the learning more meaningful and long lasting and enhance the employability skills of the apprentice.

Evidence of achievement of ERR

Training providers and learners will be required to sign a declaration when claiming the Apprenticeship certificate, indicating that the ERR outcomes have been successfully completed

through either of the activities detailed above. If using the Skills CFA ERR workbook, a declaration sheet is included at the back of the ERR workbook that must also be signed and returned to Skills CFA when claiming the Apprenticeship certificate.

Those who complete an approved ERR qualification can use the qualification certificate to claim their apprenticeship.

Level 4

Title for this framework at level 4

Higher Apprenticeship in Social Media and Digital Marketing

Pathways for this framework at level 4

Pathway 1: Digital Marketing

Level 4, Pathway 1: Digital Marketing

Description of this pathway

Digital Marketing - Total minimum credit value for this is 138 Credits

This includes:

Level 4 Diploma in Digital Marketing - Total minimum credit value for this is 120 Credits

Level 2 Essential Skills (Wales) in ICT, English and Maths - Total minimum credit for this is 18 credits

Entry requirements for this pathway in addition to the framework entry requirements

There are no entry requirements for this pathway in addition to the general framework entry requirements.

Though it would be an advantage for candidates to have experience of the industry or have successfully completed the Apprenticeship in Social Media and Digital Marketing (Wales) or Advanced Apprenticeship in Social Media and Digital Marketing (England).

Job title(s)	Job role(s)
Digital marketing (ad/campaign) manager	Overseeing inception and management of a campaign(s)
Digital marketing analyst	Responsibilities would include, analysing metrics, identifying optimisation strategy
Ecommerce marketing manager	Digital marketing for online retail
Search marketing manager/executive	Search engine campaigns (e.g. Google adWord)
Social media marketing manager	Developing, implementing and reviewing a strategy
Acquisition manager	Acquiring subscribers, developing lead generation strategies and activities
CRM manager	Data management, reporting and documenting customer activity
Email campaign manager	Email marketing campaign development, mailing list management, success rate analysis
Digital fundraising campaign manager	Developing and managing activities in charitable organisations
Mobile marketing manager	Create and manage mobile strategy and ad campaigns
Web designer	Project manage, design and implement a web site for a small business or organisation
Web analyst	Analysing performance of web sites and campaigns using analytic software
Video marketing director	Client facing, legal, budgets, creating briefs, treatments and scripts, storyboarding, direction, filming
Video marketing online channel manager	Managing engagement, social media integration, analysing viewing data
Digital marketing manager/director (360 degree role)	Apprentice in a small business or organisation (e.g. sole trader, partnership etc.) is carrying out a wide range of digital marketing job roles, each of which may have less in depth subject specialisms than other job roles defined here

Qualifications

Competence qualifications available to this pathway

N/A

Knowledge qualifications available to this pathway

N/A

Combined qualifications available to this pathway

B1 - Level 4 Diploma in Digital Marketing					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
B1a	601/2447/7	City & Guilds	120	585-667	N/A

Relationship between competence and knowledge qualifications

Apprentices must complete the combined competence and knowledge qualification listed above.

33 Credits of underpinning knowledge will come from the mandatory units as follows:

- Ethics and legalities of digital marketing A/505/9096 - 4 credits from all learning outcomes
- Business concepts F/505/9097 - 7 credits from all learning outcomes
- Digital marketing metrics and analytics J/505/9098 - 4 credits from all learning outcomes
- Marketing planning T/505/9095- 7 credits from all learning outcomes
- Project Management T/504/1129- 8 credits from all learning outcomes
- Personal and Professional Development K/504/1449 - 3 credits from all learning outcomes 1, 2 and 4

As part of the evidence requirements for Apprenticeship Completion certification, a copy of a completed, current Apprentice Declaration and Authorisation form must be uploaded to ACE (<http://acecerts.co.uk>).

Transferable skills (Wales)

Essential skills (Wales)

	Minimum level	Credit value
Communication	2	6
Application of numbers	2	6
IT	2	6

Progression routes into and from this pathway

Progression routes into the Higher Apprenticeship in Social Media and Digital Marketing at level 4

Progression onto the Higher Apprenticeship may be from a wide number of routes due to the varying backgrounds, past academic achievement or work related experience. Such routes may include, but not be exclusive to:

- Achievement of Apprenticeship in Social Media and Digital Marketing (Wales)
- Achievement of Advanced Apprenticeship in Social Media and Digital Marketing (England)
- Achievement of Apprenticeship in IT, Software, Web and Telecom (Wales)
- Achievement of Advanced Apprenticeship in IT, Software, Web and Telecom (England)
- Achievement of Apprenticeship in Marketing (Wales)
- Achievement of Advanced Apprenticeship in Marketing (England)
- Achievement of Apprenticeship in Business and Administration (Wales)
- Achievement of Advanced Apprenticeship in Business and Administration (England)
- Achievement of Level 3 Certificate or Diploma in Social Media, ICT Systems and Principles, Business and Administration or Marketing
- Achievement of Level 3 Diploma in Digital Marketing or ICT Competence
- Achievement of (14-19) High Diploma
- Achievement of A Levels
- Appropriate works experience recommended as a minimum of 2 years, though employers may wish to place individuals on the Higher Level Apprenticeship based on their merit and/or capabilities

Progression routes from the Higher Apprenticeship in Social Media and Digital Marketing at Level 4

Apprentices will most likely take up a position of employment based on the units taken and

chosen career, but will also have the opportunity to progress to such as:

- Higher level qualifications in management
- Higher education in Business, Marketing or IT related disciplines that may include Foundation or full degrees
- Recognition by a trade or professional body in their given discipline

UCAS points for this pathway: N/A

Employee rights and responsibilities

Employee rights and responsibilities may be achieved by demonstrating successful completion of;

- an ERR workbook from either CfASkills or e-skills UK (to be found on their websites) - the ERR achievement declaration sign off sheet within the workbook must be signed by the apprentice, assessor and/or provider before applying for an apprenticeship completion certificate and a copy uploaded to ACE.
- a declaration form that lists the 9 ERR outcomes and apprentices achievement - to be signed and dated by the apprentice, assessor and/or provider once they have been achieved and the achievement declaration form must be uploaded to ACE when applying for an apprenticeship completion certificate

The remaining sections apply to all levels and pathways within this framework.

How equality and diversity will be met

The Digital Wales report 2011 includes details of key recommendations for the Welsh Government to take forward as part of their digital remit in 2012. These included developing measures to:

- promote the use of creative digital skills by Small Medium Enterprise's (SMEs) in all industry sectors;
- improve digital literacy at all stages of education and across the general population;
- help stimulate demand and take-up of next generation broadband;

This framework is about creating the opportunities for learners to enhance and build digital skills allowing them to develop and support the Digital Wales recommendations. It will support the development of competence and knowledge in social media and digital marketing that will aid and encourage new entrants into this workforce, thereby ensuring fair access for all that apply for the programme. This apprenticeship is seen as a vital route to encourage, enhance and up skill individuals into social media and digital marketing. It offers no barriers to entry and intends to accommodate all learners regardless of gender, age, disability or ethnic origin.

The learning content required for the off-the-job learning can be delivered in a number of different learning styles to accommodate learner requirements.

It is expected that all employers and training providers comply with the Equality Act 2010 to ensure that applicants are not discriminated against in terms of entry to, and progression within the sector, using the protected characteristics of:

1. Age
2. Disability
3. Gender reassignment
4. Marriage and civil partnership
5. Pregnancy and maternity
6. Race
7. Religion or belief
8. Sex
9. Sexual orientation

Historically, in many sectors, employers have expected new entrants to be educated to at least degree level and, as a result, there is a large pool of untapped talent. This framework aims to support and encourage that untapped talent to enter this emerging industry sector. There are

no known or apparent workforce imbalances on the basis of gender or race.

The growth of social media and digital marketing has been rapid and the majority of users are self-taught therefore there is a lack of awareness of the level of skills held by the individual. This framework will support more formal training for this sector and broaden this workforce's knowledge and skills as this sector emerges and grows.

The diversity of the apprenticeship workforce reflects the social media and digital marketing workforce as a whole.

Download the guidance on the Equality Act here -

<http://www.equalityhumanrights.com/advice-and-guidance/new-equality-act-guidance/>

On and off the job training (Wales)

Summary of on- and off-the-job training

Learning Hours can be attached to both the accredited and un-accredited parts of the Apprenticeship, and will include, for example, inductions, completion of the ERR workbook, reviews, training, the qualifications, career discussions, Essential Skills (Wales) and any other activities which help the apprentice gather the required skills and underpinning knowledge needed within their job role. It is recommended that a plan is developed at the outset of the Apprenticeship programme to determine how the learning hours requirements will be met. It is also recommended that a record is kept of the learning hours completed by the learner.

Level 3 Apprenticeship in Social Media and Digital Marketing (Social Media):

The minimum Learning Hours (LH) for the Level 3 Apprenticeship in Social Media is 533 hours.

Level 3 Apprenticeship in Social Media and Digital Marketing (Digital Marketing):

The minimum Learning Hours (LH) for the Level 3 Apprenticeship in Digital Marketing is 748 hours.

Level 4 Higher Apprenticeship in Social Media and Digital Marketing (Digital Marketing):

The minimum Learning Hours (LH) for the Level 3 Apprenticeship in Digital Marketing is 861 hours.

Off-the-job training

Level 3 Apprenticeship in Social Media and Digital Marketing (Social Media)

The total off-the-job Learning Hours for the Level 3 Apprenticeship in Social Media and Digital Marketing is 201 hours, made up as follows:

- 60 hours for Essential Skills Wales (20 hours per Skill).
- 85 hours (minimum) from the combined qualification.
- 20 hours for activities including inductions, ERR national outcomes.
- 36 hours of off-the-job coaching and mentoring to support the apprentice.

Level 3 Apprenticeship in Social Media and Digital Marketing (Digital Marketing)

The total off-the-job Learning Hours for the Level 3 Apprenticeship in Social Media and Digital Marketing is 272 hours, made up as follows:

- 60 hours for Essential Skills Wales (20 hours per Skill).
- 156 hours (minimum) from the combined qualification.
- 20 hours for activities including inductions, ERR national outcomes.
- 36 hours of off-the-job coaching and mentoring to support the apprentice.

Level 4 Higher Apprenticeship in Social Media and Digital Marketing (Digital Marketing)

The total off-the-job Learning Hours for the Level 4 Higher Apprenticeship in Social Media and Digital Marketing is 291 hours, made up as follows:

- 60 hours for Essential Skills Wales (20 hours per Skill).
- 175 hours (minimum) from the combined qualification.
- 20 hours for activities including inductions, ERR national outcomes.
- 36 hours of off-the-job coaching and mentoring to support the apprentice.

How this requirement will be met

Training hours delivered under an Apprenticeship agreement may vary depending on the previous experience and attainment of the apprentice.

The amount of off-the-job training required to complete the Apprenticeship under the Apprenticeship agreement may then be reduced accordingly, provided the total number of off-the-job hours for this framework can be verified for apprenticeship certification.

Previous attainment

Where a learner enters an Apprenticeship agreement having previously attained parts or all of the relevant qualifications, this prior learning needs to be recognised using either QCF credit transfer for achievements within the QCF; or through recording certificated learning outside of the QCF, for example Principal Learning qualifications.

For apprentices who have already achieved the relevant qualifications, they must have been certificated within five years of applying for the Apprenticeship Certificate.

Previous experience

Where a learner enters an Apprenticeship agreement with previous work-related experience, this prior learning needs to be recognised [see QCF Guidance on Claiming Credit for further details]. To count towards Apprenticeship certification, previous experience must be recorded using the appropriate Awarding Organisation's CQFW 'Recognition of Prior Learning' (RPL) procedures and the hours recorded may then count towards the off-the-job hours required to complete the Apprenticeship.

For apprentices with prior uncertificated learning experience, the off-the-job learning must have been acquired within five years of application for the Apprenticeship Certificate or have been continuously employed in the relevant job role in the industry for three years duration.

Off-the-job training needs to:

- be planned, reviewed and evaluated jointly between the apprentice and a tutor, teacher, mentor or manager;
- allow access as and when required by the apprentice either to a tutor, teacher, mentor or manager;
- be delivered during contracted working hours;
- be delivered through one or more of the following methods: individual and group teaching, e-learning, distance learning, coaching; mentoring, feedback and assessment; collaborative/networked learning with peers, guided study and induction.

Off-the-job training must be formally recorded, either in a diary, workbook, portfolio, or be verified by attendance records. This evidence needs to be checked and signed by the assessor and employer.

Evidence of off the job hours

When claiming the Apprenticeship certificate, training providers will be required to sign a declaration as part of the Apprenticeship Certificate application form, stating that the total training hours have been met by the learner.

On-the-job training

Level 3 Apprenticeship in Social Media and Digital Marketing (Social Media)

The total on-the-job Learning Hours for the Level 3 Apprenticeship in Social Media and Digital Marketing is 332 hours, made up as follows:

- 120 hours for Essential Skills (Wales) (40 hours per Skill).
- 172 hours (minimum) from the combined qualification.
- 40 hours of on-the-job coaching and mentoring to support the apprentice.

Level 3 Apprenticeship in Social Media and Digital Marketing (Digital Marketing)

The total on-the-job Learning Hours for the Level 3 Apprenticeship in Social Media and Digital Marketing is 476 hours, made up as follows:

- 120 hours for Essential Skills (Wales) (40 hours per Skill).
- 316 hours (minimum) from the combined qualification.
- 40 hours of on-the-job coaching and mentoring to support the apprentice.

Level 4 Higher Apprenticeship in Social Media and Digital Marketing (Digital Marketing)

The total on-the-job Learning Hours for the Level 4 Higher Apprenticeship in Social Media and Digital Marketing is 570 hours, made up as follows:

- 120 hours for Essential Skills Wales (40 hours per Skill).
- 410 hours (minimum) from the combined qualification.
- 40 hours of off-the-job coaching and mentoring to support the apprentice.

How this requirement will be met

On-the job training is defined as skills, knowledge and competence gained within normal work duties.

These hours may vary depending on previous experience and attainment of the apprentice. Where a learner enters an Apprenticeship agreement having previously attained or acquired the appropriate competencies or knowledge, this prior learning needs to be recognised and documented using the relevant QCF credit transfer, QCF exemption or RPL procedures (as off-the-job above). The amount of on-the-job training required to complete the Apprenticeship under the Apprenticeship agreement may then be reduced accordingly, provided the total number of on-the-job hours for this framework can be verified for Apprenticeship certification.

Apprentices who commence training under a new Apprenticeship agreement with a new employer may bring a range of prior experience with them. When an apprentice can claim 25% or more hours towards the on-the-job framework total through prior learning acquired from previous full-time education, employment or other vocational programmes, then the apprentice's learning programme should include 'customisation'.

Training providers are encouraged to identify additional on-the-job training programmes that customise the learning to the new workplace. Customisation programmes may include:

- selecting appropriate additional Unit(s) from QCF qualifications, or relevant units recognised as Quality Assured Lifelong Learning [QALL] through a CQFW recognised body
- following Essential Skills at a level higher than that specified in the framework
- including one or more Wider Key Skills or other competency-based qualifications/units relevant to the workplace.

For apprentices who have already achieved the relevant qualifications, they must have been certificated within 5 years from the date of application for the Foundation Apprenticeship/Apprenticeship Certificate or have been continuously employed in the industry for three years. Job roles within Business & Administration require a thorough level of technical competence and knowledge, which will be undertaken through work-based training, practice

and experience.

On-the-job learning must be formally recorded, either in a diary, workbook, portfolio, or be verified by attendance records. This evidence needs to be checked and signed by the learner and assessor.

Evidence of on the job training hours

When claiming the Apprenticeship certificate, training providers will be required to sign a declaration as part of the Apprenticeship Certificate application form, stating that the total training hours have been met by the learner.

Wider key skills assessment and recognition (Wales)

Improving own learning and performance

The Wider key Skills are already covered within the core elements of the Apprenticeship qualifications. No additional Wider key skills delivery is required.

Working with others

The Wider key skills are already covered within the core elements of the Apprenticeship qualifications. No additional Wider key skills delivery is required.

Problem solving

The Wider key skills are already covered within the core elements of the Apprenticeship qualifications. No additional Wider key skills delivery is required.

Additional employer requirements

There are no additional employer requirements.

apprenticeship
FRAMEWORKS ONLINE

For more information visit
www.afo.sscalliance.org