apprenticeship
FRAMEWORK

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

IMPORTANT NOTIFICATION FOR ALL APPRENTICESHIP STARTS FROM 22 AUGUST 2017

Modifications to SASE came into effect on 22 August 2017. Accordingly, SASE publication DFE-00167-2017 applies **both** to new Apprenticeship starts from 22 August 2017 **and** all Apprenticeships commenced before and not completed by 22 August 2017.

For more details of the changes please read the following preface page to the framework document.

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=FR03051

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Apprenticeships

CHANGES TO THE ENGLISH AND MATHS REGULAR MINIMUM REQUIREMENTS FOR APPRENTICESHIP STARTS FROM 22 AUGUST 2017 AND APPRENTICESHIPS REMAINING INCOMPLETE ON 22 AUGUST 2017.

Modifications to SASE came into effect on 22 August 2017. Accordingly, SASE publication DFE-00167-2017 applies both to new Apprenticeship starts from 22 August 2017 and all Apprenticeships commenced before and not completed by 22 August 2017.

The modifications allow for an exemption to the English and Maths regular minimum requirements for people with Special Educational Needs, Learning Difficulties or Disabilities. This means that adjusting the minimum requirements to Entry Level 3 in English and Maths can be considered by the provider, on an individual and case-by-case basis, where **all of the conditions** of the updated SASE section 18 (Intermediate level) or section 37 (Advanced level) for have been satisfied and can be evidenced.

Full details relating to the exceptions eligibility criteria are contained in:

Sections 15-23 of SASE for Intermediate Level Apprenticeships
Sections 34-42 of SASE for Advanced Level Apprenticeships

When applying this exemption, providers must **STILL** consider how to enable the Apprentice to access further literacy and numeracy development – including Level 1 and Level 2 courses – as part of their overall training provision.

The modifications to SASE have also extended the list of qualifications that meet the minimum English requirements to allow for a British Sign Language (BSL) qualification, at the appropriate level, to be accepted as an alternative to a qualification in English, where **BSL is the primary language of the Apprentice**.

Full details relating to BSL acceptance are contained in:

Section 5(f) of SASE for Intermediate Level Apprenticeships
Section 28(f) of SASE for Advanced Level Apprenticeships

Furthermore, the SASE modifications have further extended the list of qualifications that meet the minimum English and Maths requirements to allow for the acceptance of a range of UK-wide qualifications, as an alternative to qualifications gained in England.

Full details relating to the list of acceptable qualifications are contained in:

Sections 5(g-j) and 6(f-i) of SASE for Intermediate Level Apprenticeships
Sections 28(g-j) and 29(f-i) of SASE for Advanced Level Apprenticeships

The modifications include reference to the new numerical grades in the reformed GCSE system and the **minimum** grade requirements. A grade 4 (new grading) will be considered equivalent to a grade C (old grading). A grade 2 (new grading) will be considered equivalent to a Grade E (old grading).

Full details relating to the numerically graded GCSEs are contained in:

Sections 5 and 6 of SASE for Intermediate Level Apprenticeships
Sections 28 and 29 of SASE for Advanced Level Apprenticeships

Please note that some frameworks may have English and Maths grade/level requirements that are **above** the SASE **regular** minimum requirements. The exceptions relating to the use of British Sign Language or Entry Level 3 qualifications, detailed above, **do not apply** to **industry-specific** minimum entry requirements. Please check specific framework documents to ascertain where this is the case and/or check directly with the Issuing Authority responsible for the framework.

The updated version of SASE, and guidance documents, can be accessed here:
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/630068/Specification_of_Apprenticeship_Standards_for_England_.pdf

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

Contents

Framework summary 4
Framework information 5
Contact information 7
Revising a framework 8
Purpose of the framework 9
Entry conditions 11
Level 4: Higher Apprenticeship in Social Media and Digital Marketing 12
Pathway 1: Digital Marketing 13
Equality and diversity 21
On and off the job guided learning 23
Personal learning and thinking skills 24
Additional employer requirements 25

Framework summary

Higher Level Apprenticeship in Social Media and Digital Marketing - Level 4

Higher Apprenticeship in Social Media and Digital Marketing

This framework includes information on Personal Learning and Thinking Skills

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
- Functional skills

Framework information

Information on the Issuing 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: 2	**This framework includes:**
Framework ID: FR03051	Level 4
Date this framework is to be reviewed by: 28/02/2015	This framework is for use in: **England**

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 is available at Level 4 and is relevant for the following jobs:

- Digital marketing (ad/campaign) manager
- Digital marketing analyst
- Ecommerce marketing manager
- Search marketing manager/executive
- Social media marketing manager
- Acquisition manager
- CRM manager
- Email campaign manager
- Digital fundraising campaign manager
- Mobile marketing manager
- Web designer
- Web product manager
- Web analyst

- Video marketing director
- Video marketing editor
- Video marketing online channel manager
- Digital marketing manager/director

Contact information

Proposer of this framework

This apprenticeship has been proposed and developed by City & Guilds, the Digital Pathway is currently the only pathway for Level 4 and was 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

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Revising a framework

Contact details

Who is making this revision:	Ken Gaines
Your organisation:	City & Guilds
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Why this framework is being revised

Additional qualification from AIM Awards in Digital Marketing Pathway

Summary of changes made to this framework

(no information)

Qualifications removed

(no information)

Qualifications added

(no information)

Qualifications that have been extended

AIM Awards Level 4 Diploma in Digital Marketing

Purpose of this framework

Summary of the purpose of the framework

An Apprenticeship is a job with an accompanying skills development programme designed by employers in the sector. It allows the apprentice to gain technical knowledge and real practical experience, along with functional and personal skills, required for their immediate job and future career. These are acquired through a mix of learning in the workplace, formal off the job training and the opportunity to practice and embed new skills in a real work context. This broader mix differentiates the Apprenticeship experience from training delivered to meet narrowly focused job needs.

All apprentices commencing their Apprenticeship must have an Apprenticeship Agreement between the employer and the apprentice. This can be used to reinforce the understanding of the requirements of the Apprenticeship.

On completion of the Apprenticeship the apprentice must be able to undertake the full range of duties, in the range of circumstances appropriate to the job, confidently and competently to the standard set by the industry.

Profile of the Sector

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 was created to equip learners with the ability to understand, utilise and develop the skills needed whilst working in social media and digitaI 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.

This apprenticeship will help to develop skills to allow apprentices to understand what social media and digital marketing is, how to utilise it in a business environment and incorporate it into their job role. Job roles may include Social Media Assistant, Social Media Consultant and Social Media Analyst with responsibilities such as managing and monitoring online communities, working with businesses to promote, utilise and increase presence through social media, copy writing and media placement, development of social media strategy and seeking

out new and relevant content, formulating the content calendar and identify key bloggers and influencers. For a full list of specific roles and responsibilities please refer to the section on job.

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 Linkedln.

Businesses need the support of a skilled workforce to enable them to make the best use of digital marketing tools and concepts.

The framework will contribute to meeting the skills priorities for Digital Britain.

Aims and objectives of this framework (England)

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

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 range of backgrounds, 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
- undertaken an intermediate or advanced level apprenticeship such as IT application specialist, IT software, web and telecoms professional, Marketing, Business and Administration, Social Media and Digital Marketing
- achieved a (14-19) Foundation or Higher Diploma or related Diplomas in Business, Administration, Information Technology and Marketing

Initial assessment

- initial assessment should be used to identify prior learning and experience to tailor the Apprentice's Individual Learning Plan
- in the case of APL for competence, knowledge and integrated qualifications, the Apprenticeship programme must be tailored to allow the Apprentice to undertake new learning, including learning at a higher level, and development of new skills.

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

Level 4 Diploma in Digital Marketing - Total minimum credit value for this is 120 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 Advanced Apprenticeship in Social Media and Digital Marketing.

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 product manager	Development of web based marketing products
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 editor	Editing, grading, effects, completing output
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
B1b	601/4332/0	AIM Awards	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 (England)

Functional Skills / GCSE (with enhanced functional content) and Key Skills (England)

Apprentices must complete or have completed one of the English transferable skills qualifications and one of the Mathematical transferable skills qualifications listed below in order to successfully complete their Apprenticeship and this will carry the QCF five credit values. If they do not have these qualifications as part of their evidence an Apprenticeship certificate cannot be awarded.

English	Minimum level or grade	Credit value
Functional Skills qualification in English	N/A	0
GCSE qualification in English (with enhanced functional content)	N/A	0

* *achieved before September 2012 and within the 5 years immediately prior to starting an Apprenticeship.*

** *achieved before September 2012, otherwise at any time prior to starting the Apprenticeship.*

Mathematics	Minimum level or grade	Credit value
Functional Skills qualification in Mathematics	N/A	0
GCSE qualification (with enhanced functional content) in Mathematics	N/A	0

* *achieved before September 2012 and within the 5 years immediately prior to starting an Apprenticeship.*

** *achieved before September 2012, otherwise at any time prior to starting the Apprenticeship.*

ICT

Apprentices must complete or have completed one of the ICT transferable skills qualifications listed below in order to successfully complete their Apprenticeship and this will carry the QCF five credit values. If they do not have one of these qualifications as part of their evidence an Apprenticeship certificate cannot be awarded.

ICT	Minimum level or grade	Credit value
Functional Skills qualification in Information and Communications Technology (ICT)	N/A	0
GCSE qualification in ICT (with enhanced functional content)	N/A	0

* *achieved before September 2012 and within the 5 years immediately prior to starting an Apprenticeship.*

** *achieved before September 2012, otherwise at any time prior to starting the Apprenticeship.*

Inclusion of Information and Communications Technology (ICT)

N/A

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 Advanced Apprenticeship in Social Media and Digital Marketing
- Achievement of Advanced Apprenticeship in IT, Software, Web and Telecom
- Achievement of Advanced Apprenticeship in Marketing
- Achievement of Advanced Apprenticeship in Business and Administration
- 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

N/A

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

How equality and diversity will be met

This framework will support the government's Digital Britain initiative to break down barriers for hard to reach learners and ensure equality of opportunity.

This Apprenticeship framework is designed to help new entrants into the social media and digital marketing 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 guided learning (England)

Total GLH for each pathway

GLH does not apply to Higher Apprenticeship frameworks

Minimum off-the-job guided learning hours

N/A

How this requirement will be met

N/A

Minimum on-the-job guided learning hours

N/A

How this requirement will be met

N/A

Personal learning and thinking skills assessment and recognition (England)

Summary of Personal Learning and Thinking Skills

N/A - though PLTS is covered in the Mandatory units of the combined qualification from City & Guilds

We recommend that evidence of PLTS be maintained to allow the learner to understand the additional skills they are aquiring that may assist them when applying for jobs or enhancing their CV.

Creative thinking

N/A

Independent enquiry

N/A

Reflective learning

N/A

Team working

N/A

Self management

N/A

Effective participation

N/A

Additional employer requirements

There are no additional employer requirements.

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