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1. Qualification information

1.1 About this standard specification

This End-point Assessment (EPA) specification sets out what is required to complete the EPA in Multi-channel Marketer. The document contains information regarding the planning and delivery of the EPA process and is intended for use by all parties involved in the process.

EPA is an independent assessment of the knowledge, skills and behaviours (KSBs) that have been learnt throughout an apprenticeship.

This document should be used in conjunction with the published assessment plan on the Skills England website and the EPA Support Pack provided by Gateway Qualifications for this standard.

Gateway Qualifications is a nationally regulated Awarding Organisation that supports education and training providers through its strong relationships, adaptability and expert team.

Key information	
Standard name	Multi-channel marketer
Standard reference number	ST1031
Assessment plan version	1.1
Level	3
Ofqual QN	610/5974/2
Sector	Sales, marketing and procurement
Minimum time on-programme with the provider	12 months
EPA duration	Typically 5 months
EPA methods	Assessment method 1: Written project report with presentation and questioning Assessment method 2: Interview underpinned by portfolio of evidence
Overall grade	Fail/Pass/Merit/Distinction
EQA organisation	Ofqual
Gateway requirements	Level 2 English and Maths

1.2 Purpose

The overall purpose of the EPA is to ensure that the apprentice has met the required level of knowledge, skills and behaviours set by employers and approved by Skills England.

2. EPA journey

2.1 On-programme requirements

Full time apprentices will typically spend 12-18 months on-programme (before the EPA Gateway meeting) working towards the occupational standard. All apprentices must complete the required amount of off-the-job training specified by the apprenticeship funding rules.

All apprentices must spend a minimum of 12 months on-programme. In all cases this will be no less than 366 days but may be longer. However, from the 1st August 2025, this will change to a minimum of 8 months on programme. This will be checked by the provider before the apprentice is submitted for EPA Gateway.

Learning progress should be supported by regular 1-to-1s between the apprentice and the employer.

These sessions should:

- set learning goals
- track apprentice progress
- create a forum for coaching and guidance
- co-ordinate the required amount of apprentice time being spent in off-the-job training.

Any gaps should be identified that may prevent the apprentice meeting the learning outcomes of the apprenticeship. For example, the training provider and employer can discuss types of work and responsibilities of the apprentice to assess whether this is suitable in meeting the Standard.

The provider should support with tutorials and appropriate resources.

2.2 EPA Gateway

The employer makes the final decision to progress the apprentice to EPA, by reviewing the Portfolio of Learning and performance of the apprentice in meeting the Standard.

If the employer feels that the apprentice has met the learning outcomes, and is competent in the apprenticeship role, they should progress the apprentice to EPA.

The employer must confirm that the apprentice is ready to complete the EPA before they can pass through the EPA Gateway, and this will be documented on EPA Pro via the Gateway Declaration and Authentication Statement. This notifies Gateway Qualifications that the apprentice is ready for their EPA.

Before the apprentice can enter the EPA Gateway process, the following evidence is required:

- Gateway Declaration and Authentication Statement (this must signed using an e-signature via a document signing service, such as DocuSign, or a wet signature)
- Achievement of English and Maths qualifications, if required, in line with the apprenticeship funding rules
- Reasonable Adjustments Request Form (this must be submitted no later than 30 days prior to the EPA Gateway submission)
- Project Scoping Document (for Assessment method 1)
- Portfolio of Evidence (for Assessment method 2)

Apprentices will not be accepted at EPA Gateway if the evidence required is not sufficiently met.

For those with an education, health and care plan or a legacy statement, the apprenticeships English and Maths minimum requirement is Entry Level 3. British Sign Language qualifications are an alternative to English qualifications for whom this is their primary language.

Before the apprentice enters the EPA Gateway, they should be comfortable with the assessments they will complete and ready to demonstrate they can achieve the standard of the apprenticeship.

2.3 EPA Planning Meeting

Gateway Qualifications will schedule the EPA Planning Meeting with the apprentice and the employer. The meeting will take place once the EPA Gateway evidence has been accepted, and the apprentice has entered the end-point assessment phase of the apprenticeship.

The purpose of the EPA Planning Meeting is to:

- schedule each assessment activity
- identify the requirements of each EPA assessment method
- facilitate the employer's understanding of the EPA process
- answer any questions or concerns the apprentice may have about the EPA process
- aid in the preparation requirements, e.g., arranging access, facilities, and resources
- discuss feedback post EPA
- explain certification upon completion of the apprenticeship
- explain the appeals process

2.4 Assessment overview

The assessment methods for Multi-channel Marketer EPA consist of the following:

- Assessment 1: Written project report with presentation and questioning
- Assessment 2: Interview underpinned by portfolio of evidence

2.5 Assessment method 1 - Written project report with presentation and questioning

The apprentice will complete a significant work-based project that has a real business application and benefit.

They will then complete both components of Assessment method 1 to allow them to demonstrate the KSBs mapped to this assessment. Their work is assessed by an independent assessor (IA).

Assessment overview	
Mode of assessment	<p>Component 1: Completion of a project report (submitted to Gateway Qualifications)</p> <p>Component 2: Presentation, followed by questioning</p>
Duration	<p>Component 1: 12 weeks</p> <p>Component 2: 45 minutes (typically 20 minutes for the presentation and 25 minutes for questioning)</p>
Grading	Fail/Pass/Distinction
Assessed by	Independent Assessor (IA)
Assessment method weighting	All assessment methods are equally weighted

The Project:

The project must align with the criteria for this assessment method, must meet the needs of the employer's business and be relevant to the apprentice's occupation and apprenticeship.

Examples of the types of project an apprentice could undertake include:

- Plan and deliver a social media campaign across different channels, targeting new customers, which drives traffic to the website to provide a discount code for a customer's first purchase.
- Use email marketing software to contact existing customers to promote a new collaboration with an influencer, supported by offline marketing promotions such as

leaflets. Analyse and evaluate the different elements of the campaign to make overall recommendations for the future.

- Analyse and evaluate a multi-channel marketing campaign that has previously taken place. Identify any strengths or weaknesses and use these to deliver a similar campaign, then evaluate the campaign performance.

The apprentice may work as part of a team to complete the project; however, all components of this assessment method must be completed independently by the apprentice and be reflective of their own role and contribution in the project.

Once at the gateway, apprentices must submit a project outline (maximum 500 words) to Gateway Qualifications which details the title and scope of their proposed project as well as show that the project will provide the opportunity for the apprentice to cover the KSBs mapped to this assessment method. This outline will not be assessed by Gateway Qualifications but will be signed-off to confirm the project is suitable for the apprentice to commence.

Component 1 - The Project Report:

The report must be completed and submitted to Gateway Qualifications by the end of week 12 of the EPA period.

The report must contain the following components (the apprentice is permitted to add more if they wish):

- an executive summary (or abstract)
- an introduction
- the scope of the project (including key performance indicators)
- objectives
- research and methodology
- approach taken and risks to consider
- financial budgeting and resources
- discussion of findings
- outcomes and impact of the project implemented
- measure of success
- recommendations and conclusions
- appendix containing mapping of KSBs to the report

The report must have a word count of 2500 words (with a tolerance of 10% above/below this at the apprentice's discretion).

- annexes such as appendices, references and diagrams are not included in this word count.

Component 2 - The Presentation with Questioning:

The apprentice will create a presentation, which should cover:

- an overview of the project
- the project scope (including key performance indicators)
- summary of actions undertaken by the apprentice
- project outcomes and how these were achieved

Any presentation materials must be submitted to Gateway Qualifications by the end of week 12 of the EPA period. At this point, the apprentice must notify Gateway Qualifications of any technical requirements for the presentation.

The apprentice will be given notice of the date/time of the presentation with questions element of this assessment method.

On this date, the apprentice will deliver their presentation to the IA on a one-to-one basis. The IA will then ask the apprentice at least 6 questions to explore aspects of their project, report and presentation, and to assess the depth of their understanding, skills and behaviours.

This element of the assessment method must last 45 minutes; typically, 20 minutes for presentation and 25 minutes for questioning. The IA can increase the total time of the presentation and questioning by up to 10%.

2.6 Assessment method 2 - Interview underpinned by portfolio of evidence

The apprentice has a formal interview with the IA, which is underpinned by the portfolio of evidence that they have produced.

Assessment overview	
Mode of assessment	An interview underpinned by a portfolio of evidence
Duration	60 minutes
Grading	Fail/Pass/Distinction
Assessed by	Independent Assessor (IA)
Assessment method weighting	All assessment methods are equally weighted

The Portfolio of Evidence:

The apprentice must compile a portfolio of evidence during the on-programme period of the apprenticeship, and this must be submitted to Gateway Qualifications before the apprentice begins their EPA (the EPA gateway point).

The portfolio of evidence is not directly assessed; its purpose is to support the apprentice in the interview element of this assessment method.

Requirements for the portfolio of evidence:

- should only contain evidence related to the KSBs mapped to this assessment method.
- typically contains 12 discrete pieces of evidence which must be mapped against the KSBs.
- evidence can be used to demonstrate more than one KSB, and may include the following items (**note:** this is not definitive, and other sources can be used):
 - workplace documentation and records, for example:
 - workplace policies and procedures
 - witness statements
 - annotated photographs
 - video clips (maximum duration – 5 minutes); the apprentice must be in view and identifiable
- should **not** include reflective accounts, or any methods of self-assessment
- any employer contributions should focus on direct observation of performance, **not** opinions
- evidence should be valid and attributable to the apprentice – a statement from the employer and apprentice to confirm this should be included in the portfolio

The Interview:

The apprentice will be given notice of the interview date/time.

The interview must last for 60 minutes. This time can be increased by up to 10% at the IA's discretion.

The IA will ask the apprentice at least 6 questions where their competence in the KSBs mapped against this assessment method will be assessed. The apprentice is allowed to refer to, and illustrate their answers with, evidence from their portfolio of evidence.

2.7 Grading requirements

The Multi-channel Marketer apprenticeship standard is graded fail, pass, merit or distinction, with the final grade based on the apprentice's combined performance in each of the assessment methods.

To achieve a pass overall, the apprentice must achieve a pass in both assessment methods by meeting all the pass descriptors. To achieve a distinction overall, the apprentice must achieve a distinction in both assessment methods by meeting all the distinction descriptors. A merit is obtained when the apprentice achieves a pass in one assessment method and a distinction in the other.

Failure of any component of the EPA will result in an overall failure of EPA and the apprenticeship.

Grades from individual assessment methods should be combined in the following way to determine the grade of the EPA as a whole:

Project report with presentation and questioning	Interview underpinned by portfolio of evidence	Overall Grading
Fail	Any grade	Fail
Any grade	Fail	Fail
Pass	Pass	Pass
Pass	Distinction	Merit
Distinction	Pass	Merit
Distinction	Distinction	Distinction

3. Results notification and enquiries about results

Gateway Qualifications will send the statement of results notification to the apprentice, employer and provider by email. Results notification will take place once all assessments have been completed. The statement of results will detail the grade for each assessment method and the overall grade of the apprenticeship.

Results will be available for employers and providers on EPA Pro.

For a pass/merit/distinction grade, an internal statement of results is shared with the apprentice and employer. This is not the official apprenticeship certificate.

For a fail grade, the results notification will include details regarding the next steps.

Where an apprentice is not satisfied with the results of their EPA, the employer, apprentice or provider can enquire about the results.

Should an apprentice, employer or provider wish to submit a formal appeal about an assessment decision, please refer to Gateway Qualifications Appeals Policy and procedure.

4. Resits and retakes

An apprentice who fails one or more assessment methods can take a re-sit or a re-take at their employer's discretion. The apprentice's employer needs to agree that a re-sit or re-take is appropriate. A re-sit does not need further learning, whereas a re-take does.

An apprentice should have a supportive action plan to prepare for a re-sit or a re-take.

The employer and Gateway Qualifications agree the timescale for a re-sit or re-take. A re-sit is typically taken within 2 months of the EPA outcome notification. The timescale for a re-take is dependent on how much re-training is required and is typically taken within 3 months of the EPA outcome notification.

Failed assessment methods must be re-sat or re-taken within a 6-month period from the EPA outcome notification, otherwise the entire EPA will need to be re-sat or re-taken in full.

Re-sits and re-takes are not offered to an apprentice wishing to move from pass to a higher grade.

If the apprentice fails the project assessment method, they will be required to amend the project output in line with the independent assessor's feedback. The apprentice will be given 4 weeks to rework and submit the amended report.

An apprentice will get a maximum EPA grade of pass for a re-sit or re-take, unless Gateway Qualifications determines there are exceptional circumstances.

5. Access Arrangements, Reasonable Adjustments and Special Considerations

Gateway Qualifications understands its requirement as an Awarding Organisation to make access arrangements and reasonable adjustments for learners with a disability (in accordance with the Equality Act 2010) in order that they are not at a substantial disadvantage in comparison to someone who does not have a disability. Further information is provided in the Gateway Qualifications' [Reasonable Adjustment and Special Consideration Policy](#).

A reasonable adjustment is unique to an individual and should reflect their normal way of working.

Apprentices should be fully involved in any decisions about adjustments/adaptations.

The Gateway Qualifications' [Reasonable Adjustments Form](#) must be completed and submitted to apply for approval. Applications for reasonable adjustments should ideally be submitted to Gateway Qualifications when the learner is registered but no later than 30 days prior to the EPA Gateway submission.

Special Considerations

A special consideration is consideration to be given to a learner who has temporarily experienced an illness or injury, or some other event outside of the learner's control, which has had, or is reasonably likely to have materially affected the learner's ability to: (a) take an assessment, or (b) demonstrate his or her level of attainment in an assessment." (From Ofqual, General Conditions of Recognition)

Apprentices and Employers should always aim to reschedule an assessment in the first instance. Applying a special consideration should be a last resort and must not compromise the integrity of an assessment or the reliability and validity of its outcome.

The Gateway Qualifications' [Special Consideration Request Form](#) must be completed and submitted for approval. Requests for special considerations should be submitted no later than two working days before the assessment or as soon as possible after the assessment, and no later than two working days after the assessment.

Appendix 1 – Mapping of KSBs to grade themes

Assessment method 1: Project report with presentation and questioning

KSBs grouped by theme	Knowledge	Skills	Behaviour
Marketing methods, principles, and practices K6 K17 S2	Brand theory such as positioning, value, identity, guidelines, and tone of voice. (K6) The metrics for the delivery and evaluation of marketing activity (K17)	Plan and coordinate a marketing activity using marketing tactics to acquire and retain one or more customer segments using available resources. (S2)	None
Business and organisation K2 K3	The business' structure, vision, priorities, and objectives, and how their marketing role supports these. (K2) Business tools used to measure the impact of business objectives, the wider environment and sustainability on marketing activities. (K3)	None	None
Communication and copywriting K14 S5 S7 B4	Adapt communications for appropriate stakeholders and internal audiences. (K14)	Use copywriting techniques to write persuasive text/copy to meet a communications objective ensuring it is in-line with organisational brand guidelines. (S5) Proofread marketing copy ensuring it is accurate, persuasive	Works collaboratively with others across the organisation and external stakeholders. (B4)

KSBs grouped by theme	Knowledge	Skills	Behaviour
		and is on brand. (S7)	
Campaign management K11 K18 K19 K20 S1 S3 S16 S17 B1 B2	<p>How internal stakeholders work to support the delivery of all marketing campaigns. (K11)</p> <p>The importance of reviewing campaigns regularly to ensure effectiveness and optimisation. (K18)</p> <p>The campaign management process including research, planning, budgeting, implementation, and delivery. (K19)</p> <p>Tools used to support campaign management such as social media, Gantt charts, data analytics, and project management software. (K20)</p>	<p>Develop or interpret briefs for external or internal stakeholders and measure delivery in-line with the specification and agreed timelines (S1)</p> <p>Contribute to the generation of innovative and creative approaches across video, images, and other formats, both online and offline, to support campaign development. (S3)</p> <p>Review campaigns regularly to ensure effectiveness, to optimise the results. (S16)</p> <p>Measure and evaluate campaign delivery to identify areas for improvement. (S17)</p>	<p>Has accountability and ownership of their tasks and workload. (B1)</p> <p>Takes responsibility, shows initiative and is organised. (B2)</p>
IT and digital S4 S12 S13 S14	None	<p>Use research/survey software to gather audience insight and/or evaluation to support the project. (S4)</p> <p>Create and maintain spreadsheets to support marketing activities such as project/budget planning and organisation of marketing assets.</p>	None

KSBs grouped by theme	Knowledge	Skills	Behaviour
		<p>(S12)</p> <p>Use technology and software packages to support day to day activities, e.g., stakeholder communications, development of briefs, data analysis, report writing, presentations and project management. (S13)</p> <p>Identify and use data and technologies to achieve marketing objectives. (S14)</p>	

Assessment method 2: Interview underpinned by a portfolio of evidence

KSBs grouped by theme	Knowledge	Skills	Behaviour
Marketing methods, principles, and practices K1 K4 K15	<p>Marketing theory, concepts and basic principles such as what marketing is, the marketing mix the promotional mix and the differences between each channel used. (K1)</p> <p>What a marketing plan is, how it is built and its purpose. (K4)</p> <p>The principles of content marketing, and content creation. (K15)</p>	None	None
Regulation and legislation K9	<p>Relevant regulatory and legislative requirements such as data protection, GDPR, cyber security, trading laws, and copyright law for the handling and processing of data and its application. (K9)</p>	None	None
Marketing communications K10 B5	<p>Principles of conducting marketing communications in an ethical and diverse manner. (K10)</p>	None	<p>Seeks learning opportunities and continuous professional development. (B5)</p>
Customer experience and the customer journey	<p>How to brief and manage external marketing suppliers. (K13)</p>	None	<p>Acts in a professional manner with integrity and confidentiality. (B6)</p>

KSBs grouped by theme	Knowledge	Skills	Behaviour
K13 K21 K22 B6	<p>The customer journey including customer offline and digital touchpoints, customer personas, how to engage customers at different stages of their journey, sales funnels and how to segment an audience for targeting. (K21)</p> <p>The impact marketing has on the level of customer service or the customer experience, including community management channels (K22)</p>		
Research and campaign planning K5 S9	<p>The importance of competitor analysis and how to undertake it. (K5)</p>	<p>Contribute to the research of external suppliers to support recommendations and procurement of marketing goods and services. (S9)</p>	None
IT and digital tools K7 K23 S8 S10	<p>Create content using principles of design and copywriting, and how to adapt for online and offline mediums e.g., writing digital content for the web compared to leaflets. (K7)</p> <p>Quality management and the maintenance of online and offline assets. (K23)</p>	<p>Use software to design and create marketing assets to meet the technical specification. (S8)</p> <p>Organise offline and digital assets ensuring they are co-ordinated and legally compliant. (S10)</p>	None

KSBs grouped by theme	Knowledge	Skills	Behaviour
Campaign implementation and management K12 K16 S6 S11 S15 B3	<p>Common marketing channels, cross channel behaviour, and how to manage and operate an integrated campaign using online and offline channels. (K12)</p> <p>Budget management and how to measure return on investment (ROI). (K16)</p>	<p>Build and implement multi-channel campaigns across a variety of platforms, either offline or digital media. (S6)</p> <p>Use a website content management system to publish text, images, and video/animated content. (S11)</p> <p>Monitor and amend campaigns to meet budget requirements including time and monetary costs. (S15)</p>	<p>Works flexibly and adapts to circumstances. (B3)</p>
Data analysis and marketing evaluation K8 S18	<p>Current and emerging technologies, software and systems which impact on marketing. (K8)</p>	<p>Use data analysis tools to record, interpret and analyse customer or campaign data. (S18)</p>	<p>None</p>

Appendix 2 - Grade descriptors

Assessment method 1: Project report with presentation and questioning

Fail – the apprentice does not meet the pass criteria

Theme	KSBs	Pass (all descriptors below must be met)	Distinction (all descriptors below <u>plus</u> all pass descriptors must be met)
Marketing methods, principles, and practices	<p>K6 - Brand theory such as positioning, value, identity, guidelines, and tone of voice.</p> <p>K17 - The metrics for the delivery and evaluation of marketing activity.</p> <p>S2 - Plan and coordinate a marketing activity using marketing tactics to acquire and retain one or more customer segments using available resources.</p>	<p>Selects appropriate metrics for the delivery and evaluation of marketing activity applying them accurately to elicit valid data (K17).</p> <p>Uses valid data and resources to plan and demonstrate how marketing activities effectively retain and acquire customer segments (K6, S2).</p>	<p>Justifies their plan for the choice of marketing activities and resources used to retain and or acquire customer segments (K17, S2).</p>
Business and organisation	<p>K2 - The business' structure, vision, priorities, and objectives, and how their marketing role supports these.</p>	<p>Explains the role that they play in the organisation's structure, vision and objectives and the impact it has on the wider environment and sustainability on marketing activities (K2, K3).</p>	<p>Evaluates the benefits and limitations of the proposed project recommendations to their organisation (K2).</p>

Theme	KSBs	Pass (all descriptors below must be met)	Distinction (all descriptors below <u>plus</u> all pass descriptors must be met)
	K3 - Business tools used to measure the impact of business objectives, the wider environment and sustainability on marketing activities.		
Communication and copywriting	<p>K14 - Adapt communications for appropriate stakeholders and internal audiences.</p> <p>S5 - Use copywriting techniques to write persuasive text/copy to meet a communications objective ensuring it is in-line with organisational brand guidelines.</p> <p>S7 - Proofread marketing copy ensuring it is accurate, persuasive and is on brand.</p> <p>B4 - Works collaboratively with others across the organisation and external stakeholders.</p>	<p>Explains how they work collaboratively and adapt their communication style for stakeholders and internal audiences (K14, B4).</p> <p>Demonstrates copywriting techniques to write communications that are in line with organisational brand guidelines ensuring that it is proofread for accuracy (S5, S7).</p>	<p>Justifies the communication methods used to present their findings and why others were not suitable (K14).</p> <p>Evaluates the suitability of different copywriting techniques for different marketing communications, making valid and evidence-based recommendation (S5).</p>

<p>Campaign management</p>	<p>K11 - How internal stakeholders work to support the delivery of all marketing campaigns.</p> <p>K18 - The importance of reviewing campaigns regularly to ensure effectiveness and optimisation.</p> <p>K19 - The campaign management process including research, planning, budgeting, implementation, and delivery.</p> <p>K20 - Tools used to support campaign management such as social media, Gantt charts, data analytics, and project management software.</p> <p>S1 - Develop or interpret briefs for external or internal stakeholders and measure delivery in-line with the specification and agreed timelines.</p> <p>S3 - Contribute to the generation of innovative and creative approaches across</p>	<p>Explains clearly how campaign management process and tools used or proposed are appropriate, valid, and taking responsibility to enable effective reviews to take place leading to improvements in results with internal stakeholders engaged in the process (K11, K18, K19, K20, B2).</p> <p>Measures and evaluates campaign delivery, accurately interpreting data to draw valid and accurate conclusions and ownership of the workload (S1, S3, S16, S17, B1).</p>	<p>Evaluates the strengths and weaknesses of different approaches used for campaign management and how the data that comes from the campaign management process can be used to inform the recommendations (K18, K19, S3, S16).</p>
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Theme	KSBs	Pass (all descriptors below must be met)	Distinction (all descriptors below <u>plus</u> all pass descriptors must be met)
	<p>video, images, and other formats, both online and offline, to support campaign development.</p> <p>S16 - Review campaigns regularly to ensure effectiveness, to optimise the results.</p> <p>S17 - Measure and evaluate campaign delivery to identify areas for improvement.</p> <p>B1 - Has accountability and ownership of their tasks and workload.</p> <p>B2 - Takes responsibility, shows initiative and is organised.</p>		
IT and digital	<p>S4 - Use research/survey software to gather audience insight and/or evaluation to support the project.</p> <p>S12 - Create and maintain spreadsheets to support marketing activities such as project/budget planning and</p>	Applies advanced techniques to the use of software packages to contribute to campaign management and achieving marketing objectives (S4, S12, S13, S14).	N/A

Theme	KSBs	Pass (all descriptors below must be met)	Distinction (all descriptors below <u>plus</u> all pass descriptors must be met)
	<p>organisation of marketing assets.</p> <p>S13 - Use technology and software packages to support day to day activities, e.g., stakeholder communications, development of briefs, data analysis, report writing, presentations and project management.</p> <p>S14 - Identify and use data and technologies to achieve marketing objectives.</p>		

Assessment method 2: Interview underpinned by a portfolio of evidence

Fail – the apprentice does not meet the pass criteria

Theme	KSBs	Pass (all descriptors below must be met)	Distinction (all descriptors below <u>plus</u> all pass descriptors must be met)
Marketing methods, principles, and practices	<p>K1 - Marketing theory, concepts and basic principles such as what marketing is, the marketing mix the promotional mix and the differences between each channel used.</p> <p>K4 - What a marketing plan is, how it is built and its purpose.</p> <p>K15 - The principles of content marketing, and content creation.</p>	Explains how they have effectively applied relevant marketing theories, concepts, and principles to inform their decision making, drawing upon evidence to support their reasoning (K1, K4, K15).	N/A
Regulation and legislation	K9 - Relevant regulatory and legislative requirements such as data protection, GDPR, cyber security, trading laws, and copyright law for the handling and processing of data and its application.	Explains the regulatory and legislative requirements for handling and processing of data in their marketing role (K9).	N/A
Marketing communications	K10 - Principles of conducting marketing communications in an ethical and diverse manner.	Describes the principles of conducting marketing communications and why it is important that this is undertaken in	N/A

Theme	KSBs	Pass (all descriptors below must be met)	Distinction (all descriptors below <u>plus</u> all pass descriptors must be met)
	B5 - Seeks learning opportunities and continuous professional development.	an ethical and diverse manner (K10). Explains how they identify and seek out opportunities for professional development (B5).	
Customer experience and the customer journey	<p>K13 - How to brief and manage external marketing suppliers.</p> <p>K21 - The customer journey including customer offline and digital touchpoints, customer personas, how to engage customers at different stages of their journey, sales funnels and how to segment an audience for targeting.</p> <p>K22 - The impact marketing has on the level of customer service or the customer experience, including community management channels</p> <p>B6 - Acts in a professional manner with integrity and confidentiality.</p>	<p>Outlines how they brief and manage external suppliers in a professional manner with integrity and confidentiality (K13, B6).</p> <p>Describes the customer journey including offline and digital touchpoints, customer personas, sales funnels and how they segment audiences for targeting and the impact that marketing has on customer service or experience (K21, K22)</p>	Analyses the impact of customer targeting and make evidence-based recommendations on how to improve the customer journey (K21, K22).

Theme	KSBs	Pass (all descriptors below must be met)	Distinction (all descriptors below <u>plus</u> all pass descriptors must be met)
Research and campaign planning	<p>K5 - The importance of competitor analysis and how to undertake it.</p> <p>S9 - Contribute to the research of external suppliers to support recommendations and procurement of marketing goods and services.</p>	<p>Outlines the importance of competitor analysis and how this would be undertaken and contribute to the research of external suppliers to support recommendations (K5).</p> <p>Contributes to research of external suppliers and make recommendations for the procurement of marketing goods and services (S9).</p>	N/A
IT and digital tools	<p>K7 - Create content using principles of design and copywriting, and how to adapt for online and offline mediums e.g., writing digital content for the web compared to leaflets.</p> <p>K23 - Quality management and the maintenance of online and offline assets.</p> <p>S8 - Use software to design and create marketing assets to meet the technical specification.</p>	<p>Discusses how to create content and how this would be adapted for different online and offline mediums using software to produce assets, organising offline and digital assets to ensure they are coordinated and legally compliant (K7, K23, S8, S10).</p>	N/A

Theme	KSBs	Pass (all descriptors below must be met)	Distinction (all descriptors below <u>plus</u> all pass descriptors must be met)
	S10 - Organise offline and digital assets ensuring they are co-ordinated and legally compliant.		
Campaign implementation and management	<p>K12 - Common marketing channels, cross channel behaviour, and how to manage and operate an integrated campaign using online and offline channels.</p> <p>K16 - Budget management and how to measure return on investment (ROI).</p> <p>S6 - Build and implement multi-channel campaigns across a variety of platforms, either offline or digital media.</p> <p>S11 - Use a website content management system to publish text, images, and video/animated content.</p> <p>S15 - Monitor and amend campaigns to meet budget requirements including time and monetary costs.</p>	<p>Summarises the common marketing channels and cross channel behaviour to use in order to build and implement campaigns using offline and online media platforms working flexibly and adapting to circumstances (K12, S6, B3).</p> <p>Shows how a content management system is used to publish text, images and video/animated content (S11).</p> <p>Describes how to measure return on investment (ROI) and demonstrate how campaigns are monitored and amended to meet budget requirements (K16, S15).</p>	<p>Evaluates the suitability of different marketing channels for building and implementing campaigns, making valid and evidence-based recommendations for change (K12, S6).</p>

Theme	KSBs	Pass (all descriptors below must be met)	Distinction (all descriptors below <u>plus</u> all pass descriptors must be met)
	B3 - Works flexibly and adapts to circumstances.		
Data analysis and marketing evaluation	K8 - Current and emerging technologies, software and systems which impact on marketing. S18 - Use data analysis tools to record, interpret and analyse customer or campaign data.	Identifies current and emerging technologies and software and how these are used to record and analyse customer data and the impact on marketing campaigns (K8, S18).	Justifies the technology and software used to analyse their findings and why others were not suitable (K8, S18).



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