

Navigating our EPA standards:  
Content creator and  
Multi-channel marketer



LEARNER OF THE YEAR  
**FAB 2024 AWARDS**  
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# Meet your Hosts



Hannah Newman  
Business Development  
Manager (EPA)

Connect  
with me:



Natasha Joyce  
EPA Operations  
Manager

Connect  
with me:



# Meet the sector expert

Clare Chambers  
Independent End Point Assessor  
and IQA





# Welcome

Find out more from our team:



Key Features of the Multi-channel Marketer and Content Creator Standards



Our resources for a smooth and supportive EPA



# Multi-channel Marketer V1.0 & V1.1

## The Assessment methods, what they mean:

Project report with a presentation and questioning

A significant, defined piece of work that has a real business application and benefit.

Mock project title:

Review a recent piece of marketing content (e.g. Blog post, email campaign, video) and assess how it performed in terms of audience engagement, reach, and conversions. Recommend content format or copy improvements.

# Multi-channel Marketer V1.0 & V1.1

## The Assessment methods, what they mean:

Interview underpinned by a portfolio of evidence

A series of questions from the independent assessor supported by the portfolio of evidence.

Mock question:

In your portfolio, you mention a website content management system. Please explain what this is and how you use it in more detail. **Please note this is a mock question only.**

# Content Creator

## The Assessment methods, what they mean:

Project or campaign evaluation report with presentation of additional/new content and questioning

The project or campaign will meet the needs of the employer's business and be relevant to the apprentice's occupation and apprenticeship

Mock project

Planning, Producing and Reflecting on a Video Case Study for Stakeholder Engagement

# Content Creator

## The Assessment methods, what they mean:

Project or campaign evaluation report with presentation of additional/new content and questioning

A series of questions from the independent assessor supported by the portfolio of evidence.

Mock questions, how can we help you prepare?



# Questions?



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