

ST1031 Level 3 Multi-Channel Marketer Assessment Plan

Introduction

This Apprenticeship Assessment Plan (AAP) sets out the requirements for the assessment of the Level 3 Multi-Channel Marketer apprenticeship. It should be read in conjunction with the General Requirements for Apprenticeship Assessment. Where there is conflict between this AAP and the General Requirements, this AAP takes precedence. Assessment organisations must also comply with the relevant regulatory framework for apprenticeship assessment.

It is important that the assessment of apprentices is proportionate, valid, and provides reliable evidence of an apprentice's attainment of the relevant knowledge and skills. As such, assessment organisations must design assessments to ensure:

- employers have confidence that the apprentice has reached the expected performance standard
- apprentices are sufficiently secure in their knowledge and skills, so that they could demonstrate their competence in different contexts (for example, a different workplace)

Assessment Outcomes

The assessment outcomes group and summarise the knowledge and skills that must be demonstrated in assessments. All assessment outcomes must be assessed.

Knowledge and skills statements in **bold** are mandatory and must be assessed in every version of the assessment that is made available.

| Assessment Outcome | Mapping |
|---|---|
| AO1. Marketing Strategy & Planning Apply understanding of marketing principles to the development of marketing activities, applying simple planning steps to create campaigns that align with the business, customers, and the competitive environment. | K1, K2, K4, K5*, K18*, K20, S2*, S9* |
| AO2. Collaboration, Stakeholders, Suppliers & Emerging Technology Work effectively with internal stakeholders and external suppliers, using current and emerging technologies (including AI) responsibly to deliver marketing outcomes. | K8, K11, K13*, S1*, S12 |

| Assessment Outcome | Mapping |
|---|--|
| <p>AO3. Legal, Ethics & Quality Assurance Ensure marketing communications and asset management comply with legal, regulatory, ethical, diverse and quality standards.</p> | <p>K9, K10*, K21, S10*</p> |
| <p>AO4. Brand, Content & Customer Communication Create on-brand, audience-appropriate content and communications that deliver consistent customer experience across channels.</p> | <p>K6*, K7*, K14*, K15, K22, S3*, S5*, S7*, S8*, S11*</p> |
| <p>AO5. Multi-Channel Campaign Execution & Tools Build and implement integrated, multi-channel campaigns using appropriate platforms and operational tools to deliver activity to specification.</p> | <p>K12, K19*, S6</p> |
| <p>AO6. Data, Measurement & Optimisation Use data ethically to measure performance against objectives, generate insights, and continuously optimise campaigns and budgets.</p> | <p>K3, K16*, K17*, S4, S13, S14*</p> |

(*) Knowledge and skills statements which offer opportunities to develop functional English and maths are identified with an asterisk.

Assessment requirements

Assessment organisations must set apprenticeship assessments. Assessment organisations should consider how technology and digital tools can support innovation and efficiency.

Assessment organisations must design apprenticeship assessments to include **at least one project**

Additional assessment(s) must be selected from the following list of methods to ensure the assessment outcomes are met in full:

- **professional discussion**
- **portfolio of evidence**
- **project**
- **interview**
- **presentation**

- **multiple choice test**

Apprentices may be assessed at any appropriate point during their apprenticeship programme.

Assessments may be designed to allow a centre or training provider to mark assessments. The Assessment organisation is responsible for ensuring all assessments are sufficiently reliable and valid, and for the accuracy of any centre or training provider marking.

Performance descriptors

Performance descriptors describe the level of performance required to achieve a pass or distinction grade. Assessment organisations must design assessments that align with these descriptions.

| Performance Category | Pass | Distinction |
|--|--|---|
| Applied Knowledge | Demonstrates sound application of marketing knowledge, facts, procedures, and ideas across routine and non-routine tasks, completing them to an acceptable standard in familiar but sometimes complex work contexts. | Applies across a variety of campaigns and audiences a thorough understanding of marketing knowledge, facts, procedures, and ideas to manage and resolve routine and non-routine tasks with discernment and skill in familiar but sometimes complex work contexts. |
| Applied Skills | Identifies and applies marketing skills, methods, and procedures to complete tasks and address challenges with a reasonable degree of autonomy and effectiveness across marketing activities. | Selects and integrates marketing skills, methods, and procedures proactively and resourcefully to complete tasks and address challenges effectively and with minimal oversight across marketing activities. |
| Regulatory and Procedural Awareness | Applies marketing-related legislation, regulation, and guidance without error, with some depth of insight and adaptability when | Demonstrates refined judgement in interpreting marketing-related legislation, regulation, and guidance, confidently navigating nuanced issues |

| | | |
|--|---|---|
| | supporting compliant and ethical campaign activity. | in practice when supporting compliant and ethical campaign activity. |
| Communication and Collaboration | Participates in marketing team environments and demonstrates communication and service delivery skills that support daily operations with internal stakeholders and external suppliers. | Communicates persuasively and adapts confidently to different audiences and team dynamics, taking initiative in delivering interactions with internal stakeholders and external suppliers. |
| Information Use and Decision Making | Interprets and evaluates marketing information from a variety of sources to support problem-solving in mostly familiar but sometimes complex work contexts. | Evaluates diverse and sometimes conflicting marketing information sources with insight, drawing informed conclusions that improve task outcomes or efficiency. |
| Responsibility and Autonomy | Takes responsibility for initiating and completing marketing tasks within set parameters and, where relevant, contributes to guiding or supporting others in campaign delivery. | Pre-emptively addresses the need for marketing tasks to be initiated within set parameters, demonstrating accountability and responsiveness to emerging priorities or risks, and leading others to achieve team outcomes. |