**Annex A – Competence Outcomes**

**Remove as necessary.**

|  |
| --- |
| **The What – What the Apprentice has shown they can do** |
| **Competency Standard** |
| Written communication: Applies a good level of written communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication. |
| Research: Analyses and contributes information on the digital environment to inform short and long term digital communications strategies and campaigns. |
| Technologies: Recommends and applies effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives. |
| Problem Solving: Applies structured techniques to problem solving, and analyses problems and resolves issues across a variety of digital platforms. |
| Applies at least **two** of the following specialist areas:   * Search marketing * search engine optimisation * Pay-Per-Click * E-mail marketing, * web analytics and metrics * Mobile apps |
| Uses digital tools effectively. |
| Digital analytics: Measures and evaluates the success of digital marketing activities. |
| Interprets and follows:   * Latest developments in digital media technologies and trends * Marketing briefs and plans * Company defined ‘customer standards’ or industry good practice for marketing * Company, team or client approaches to continuous integration. |

The table below reflects what the Apprentice would need to demonstrate to be assessed as significantly above the minimum required level in order to achieve a Merit or Distinction grade.

|  |  |
| --- | --- |
| **The What – the personal and interpersonal qualities the apprentice has brought to internal and external relationships** | |
| **Dimensions** | **Description of what significantly above the expected level of quality looks like** |
| **Breadth** - The range of tools and methods understood and applied. | Understands and applies a wide range of tools and methods.  Accurately and appropriately applies and effectively implements the right tools and methods in a variety of different situations. |
| **Depth** – The level to which these tools and methods are understood and applied. | A capable user - exploits the functionality/capability of the tools and methods.  Broad understanding of different tools and methods and how and why they can be applied in different contexts. |
| **Complexity** - The extent and prevalence of inter-related and inter Dependant factors in the work and how well the Apprentice has dealt with these. | Deals confidently and capably with interrelated and interdependent factors in their work. |

The table below reflects the minimum requirements in order for the Apprentice to achieve a Pass grade.

|  |
| --- |
| **The How - The way in which the work has been done** |
| **Competency Standard** |
| Apprentices can demonstrate the full range of skills, knowledge and behaviours required to fulfil their job role |
| Apprentices can demonstrate how they contribute to the wider business objectives and show an understanding of the wider business environments |
| Apprentices can demonstrate the ability to use both logical and creative thinking skills when undertaking work tasks, recognising and applying techniques from both. |
| Apprentices can show that they recognise problems inherent in, or emerging during, work tasks, and can tackle them effectively |

The table below reflects what the Apprentice would need to demonstrate to be assessed as significantly above the minimum required level in order to achieve Merit or Distinction grade.

|  |  |
| --- | --- |
| **The How – The way in which the work has been done** | |
| **Dimensions** | **Description of what significantly above the expected level of quality looks like** |
| **Responsibility** – the scope of responsibility and level of accountability demonstrated in the Apprentice’s work | * Undertakes work that is more complex, more critical or more difficult * Works independently and takes responsibility |
| **Initiative** | * Demonstrates an ability to extend or enhance their approach to work and the quality of outcomes. * Does not just solve the problem but explores all known options to do it better, more efficiently, more elegantly or to better meet customer needs |
| **Delivery focus** – the extent to which the Apprentice has shown they can grasp the problems, identify solutions and make them happen to meet client needs | * Shows good project management skills, in defining problem, identifying solutions and making them happen. * Demonstrates a disciplined approach to execution, harnessing resources effectively. * Drives solutions – with a strong goal focused and appropriate level of urgency |

|  |
| --- |
| **The With Whom: The personal and interpersonal qualities and Apprentice has brought to internal and external relationships** |
| **Competency Standards** |
| Apprentices can establish and maintain productive working relationships, and can use a range of different techniques for doing so. |
| Apprentices can communicate effectively with a range of people at work, one-to-one and in groups, in different situations and using a variety of methods. |

The table below reflects what the Apprentice would need to demonstrate to be assessed as significantly above the minimum required level in order to achieve Merit or Distinction grade.

|  |  |
| --- | --- |
| **The With Whom: The personal and interpersonal qualities and Apprentice has brought to internal and external relationships** | |
| **Dimensions** | **Description of what significantly above the expected level of quality looks like** |
| **Scope and appropriateness – the range of internal and external people and situations that the apprentice has engaged appropriately and effectively with** | Internally – works alone, 1:1, in a team and with colleagues at all levels  Reads situations, adapts behaviours, and communicates appropriately for the situation and the audience |
| **Reliability – the extent to which they perform and behave professionally** | Can be trusted to deliver, perform and behave professionally, manages and delivers against expectations, proactively updates colleagues and behaves in line with the values and business ethics |
| **A role model and exemplar to others** | Actively works with others and leads by example |