**Apprentice Name:** Your Name

**Description of work:**

Introduce the work task that you completed here.

**Supporting Evidence:**

Link to external zip folders etc. or include screen shots here.

**Guidance:** Remember to achieve pass, merit and distinction grades you need to reflect on the standards with a focus on ***what*** you have done, ***how*** you have done it and ***with whom***. The scope for this is provided in the tables in the appendix of this document.

**Reflection on how standards have been met:**

|  |
| --- |
| **C1: 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** |
| **What:** Explain what you did and how you believe it demonstrated the standard  You also need to focus on – breadth, depth, complexity  **How:** You need to focus on the tools and technologies used when meeting this standard. Maybe a list at the end would help, see example below.  You also need to focus on – responsibility, initiative, delivery focus  Tools and technologies used: Tweetdeck, Wordpress, Google Analytics  **With whom:** Internal and external stakeholders who you worked with and how your communication with them linked to the standard.  You also need to focus on – scope and appropriateness, reliability, being a role model  **Reflection:** Was the outcome as expected? What would you do differently? |
| **C2: Research: analyses and contributes information on the digital environment to inform short and long term digital communications strategies and campaigns** |
| NA for this project |
| **C3: 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** |
| **What:** Explain what you did and how you believe it demonstrated the standard  You also need to focus on – breadth, depth, complexity  **How:** You need to focus on the tools and technologies used when meeting this standard. Maybe a list at the end would help, see example below.  You also need to focus on – responsibility, initiative, delivery focus  Tools and technologies used: Tweetdeck, Wordpress, Google Analytics  **With whom:** Internal and external stakeholders who you worked with and how your communication with them linked to the standard.  You also need to focus on – scope and appropriateness, reliability, being a role model  **Reflection:** Was the outcome as expected? What would you do differently? |
| **C4: Data: reviews, monitors and analyses online activity and provides recommendations and insights to others** |
| NA for this project |
| **C5: Customer service: responds efficiently to enquiries using online and social media platforms.** |
| **What:** Explain what you did and how you believe it demonstrated the standard  You also need to focus on – breadth, depth, complexity  **How:** You need to focus on the tools and technologies used when meeting this standard. Maybe a list at the end would help, see example below.  You also need to focus on – responsibility, initiative, delivery focus  Tools and technologies used: Tweetdeck, Wordpress, Google Analytics  **With whom:** Internal and external stakeholders who you worked with and how your communication with them linked to the standard.  You also need to focus on – scope and appropriateness, reliability, being a role model  **Reflection:** Was the outcome as expected? What would you do differently? |
| **C6: Problem solving: applies structured techniques to problem solving, and analyses problems and resolves issues across a variety of digital platforms** |
| NA for this project |
| **C7: Analysis: understands and creates basic analytical dashboards using appropriate digital tools** |
| NA **What:** Explain what you did and how you believe it demonstrated the standard  You also need to focus on – breadth, depth, complexity  **How:** You need to focus on the tools and technologies used when meeting this standard. Maybe a list at the end would help, see example below.  You also need to focus on – responsibility, initiative, delivery focus  Tools and technologies used: Tweetdeck, Wordpress, Google Analytics  **With whom:** Internal and external stakeholders who you worked with and how your communication with them linked to the standard.  You also need to focus on – scope and appropriateness, reliability, being a role model  **Reflection:** Was the outcome as expected? What would you do differently? for this project |
| **C8: Implementation: builds and implements digital campaigns across a variety of digital media platforms** |
| NA for this project |
| **C9: Applies at least two of the following specialist areas: search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click** |
| **What:** Explain what you did and how you believe it demonstrated the standard  You also need to focus on – breadth, depth, complexity  **How:** You need to focus on the tools and technologies used when meeting this standard. Maybe a list at the end would help, see example below.  You also need to focus on – responsibility, initiative, delivery focus  Tools and technologies used: Tweetdeck, Wordpress, Google Analytics  **With whom:** Internal and external stakeholders who you worked with and how your communication with them linked to the standard.  You also need to focus on – scope and appropriateness, reliability, being a role model  **Reflection:** Was the outcome as expected? What would you do differently? |
| **C10: Uses digital tools effectively** |
| NA for this project |
| **C11: Digital analytics: measures and evaluates the success of digital marketing activities** |
| **What:** Explain what you did and how you believe it demonstrated the standard  You also need to focus on – breadth, depth, complexity  **How:** You need to focus on the tools and technologies used when meeting this standard. Maybe a list at the end would help, see example below.  You also need to focus on – responsibility, initiative, delivery focus  Tools and technologies used: Tweetdeck, Wordpress, Google Analytics  **With whom:** Internal and external stakeholders who you worked with and how your communication with them linked to the standard.  You also need to focus on – scope and appropriateness, reliability, being a role model  **Reflection:** Was the outcome as expected? What would you do differently? |
| **C12: 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** |
| NA for this project |
| **C13: Can operate effectively in their own business’s, their customers’ and the industry’s environments** |
| NA for this project |
| **B1: Logical and creative thinking skills** |
| **What:** Explain what you did and how you believe it demonstrated the standard  You also need to focus on – breadth, depth, complexity  **How:** You need to focus on the tools and technologies used when meeting this standard. Maybe a list at the end would help, see example below.  You also need to focus on – responsibility, initiative, delivery focus  Tools and technologies used: Tweetdeck, Wordpress, Google Analytics  **With whom:** Internal and external stakeholders who you worked with and how your communication with them linked to the standard.  You also need to focus on – scope and appropriateness, reliability, being a role model  **Reflection:** Was the outcome as expected? What would you do differently? |
| **B2: Analytical and problem solving skills** |
| NA for this project |
| **B3: Ability to work independently and to take responsibility** |
| **What:** Explain what you did and how you believe it demonstrated the standard  You also need to focus on – breadth, depth, complexity  **How:** You need to focus on the tools and technologies used when meeting this standard. Maybe a list at the end would help, see example below.  You also need to focus on – responsibility, initiative, delivery focus  Tools and technologies used: Tweetdeck, Wordpress, Google Analytics  **With whom:** Internal and external stakeholders who you worked with and how your communication with them linked to the standard.  You also need to focus on – scope and appropriateness, reliability, being a role model  **Reflection:** Was the outcome as expected? What would you do differently? |
| **B4: Can use own initiative** |
| NA for this project |
| **B5: A thorough and organised approach** |
| **What:** Explain what you did and how you believe it demonstrated the standard  You also need to focus on – breadth, depth, complexity  **How:** You need to focus on the tools and technologies used when meeting this standard. Maybe a list at the end would help, see example below.  You also need to focus on – responsibility, initiative, delivery focus  Tools and technologies used: Tweetdeck, Wordpress, Google Analytics  **With whom:** Internal and external stakeholders who you worked with and how your communication with them linked to the standard.  You also need to focus on – scope and appropriateness, reliability, being a role model  **Reflection:** Was the outcome as expected? What would you do differently? |
| **B6: Ability to work with a range of internal and external people** |
| NA for this project |
| **B7: Ability to communicate effectively in a variety of situations** |
| **What:** Explain what you did and how you believe it demonstrated the standard  You also need to focus on – breadth, depth, complexity  **How:** You need to focus on the tools and technologies used when meeting this standard. Maybe a list at the end would help, see example below.  You also need to focus on – responsibility, initiative, delivery focus  Tools and technologies used: Tweetdeck, Wordpress, Google Analytics  **With whom:** Internal and external stakeholders who you worked with and how your communication with them linked to the standard.  You also need to focus on – scope and appropriateness, reliability, being a role model  **Reflection:** Was the outcome as expected? What would you do differently? |
| **B8: Maintain productive, professional and secure working environment** |
| NA for this project |

**Merit and distinction**

Apprentices are further measured by What, How and With Whom

- **The What:** what they have done

- **The How:** how they have done it

- **The with whom:** and with whom they have done it

**The Grading Decision**

The purpose of grading is to differentiate between those apprentices whose work is at the expected level of quality against the totality of the skills, knowledge and behaviours specified in the standard and those whose work is significantly above this expected level

* For a pass, each of the three sets of criteria must demonstrate at least the expected (minimum requirement) level of quality
* For a merit, the What has to be significantly above the level of quality and one of either the How or the With Whom has to be significantly above the level of quality expected
* For a distinction, each of the three sets of criteria must be significantly above the expected level of quality

**The what:** breadth, depth and complexity

|  |  |
| --- | --- |
| Dimension | Description of what significantly above the expected level of quality looks like |
| Breadth – the range of tools and methods understand 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 interdependent 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 |

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**The how:** how the work has been done, responsibility, initiative and delivery focus

|  |  |
| --- | --- |
| Dimension | Description of what significantly above the expected level of quality looks like |
| Responsibility – the scope of responsibility and level of accountability demonstrated in the apprentices 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  Doesn’t 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 |

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**The with whom:** with whom the work has been done, scope and appropriateness, reliability and being a role model

|  |  |
| --- | --- |
| Dimension | 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  Externally – works with customers, suppliers and partners in a variety of situations  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 |

END OF DOCUMENT.