

## Working with ELS End-Point Assessment

### Independent End Point Assessor - Supporting Evidence of Competency

Each apprenticeship standard sets out very clear requirements for occupational competency that we (ELS) must ensure our assessment team meet.

Please provide detailed information for how you meet the requirements of the **Digital Marketer Level 3** Standard (and pathways, where appropriate) you are applying to assess.

<b>Name:</b>	
<b>Date:</b>	
<b>Contact number:</b>	
<b>Do you hold an Assessors qualification? (D32, D33, A1, CAVA)</b> Please list dates achieved (or dates expected if working towards):	
<b>Do you hold an Internal Quality Assurance (IQA) Qualification (D34, V1)</b>	
<b>Do you hold any current and valid DBS checks?</b>	
<b>Date the DBS Check was completed:</b>	

STANDARD:	Occupational competency requirements, as set out in the assessment plan:	How do you meet these occupational competency requirements?  <i>Consider including information such as: details of environments you have worked in, currency of your practical competence, dates and timeframes of experience, how you remain current, details of any professional registrations or qualifications you hold, <u>specific to standard and/or pathway</u>.</i> <b>NB. For standards which have multiple pathways, please enter N/A for the pathways you have no experience in.</b> <a href="https://www.instituteforapprenticeships.org/media/1125/digital_marketer.pdf">https://www.instituteforapprenticeships.org/media/1125/digital_marketer.pdf</a> Please click on the link to look up the latest Apprenticeship Standard.	<i>Internal use only:</i>  <b>Score</b>
<b>Project Controls Technician L3</b>	Have excellent knowledge and understanding of the apprenticeship standard.		
	Do you hold industry expertise and/or relevant professional recognition equivalent to or higher than the level of the apprenticeship standard being assessed?		
	Do you have 'hands on' experience within the last 3 years?		
	How do you keep your CPD for this standard up to date?		

	<b>Key knowledge, Skills and Behaviours as set out in the assessment plan:</b>	<b>How do you meet the standard criteria for the KBSs listed below?</b>  <i>An understanding of the apprenticeship standards and the assessment models used, with specific knowledge about the relevant industry area for the role. Explain your “hands on” experience within the following areas. Please include dates and as much detail as possible. As you type into the boxes they will expand.</i>	<u>Internal use only:</u>  <b>Score</b>
	<b>Knowledge:</b> <ul style="list-style-type: none"> <li>• Understands the principles of coding.</li> <li>• Understands and can apply basic marketing principles.</li> <li>• Understands and can apply the customer lifecycle.</li> <li>• Understands the role of customer relationship marketing.</li> <li>• Understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly.</li> <li>• Understands the main components of Digital and Social Media Strategies.</li> <li>• Understands the principles of all of the following specialist areas: search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click and understands how these can work together.</li> <li>• Understands the similarities and differences, including positives and negatives, of all the major digital and social media platforms.</li> <li>• Understands and responds to the business environment and business</li> </ul>		

	<p>issues related to digital marketing and customer needs.</p> <ul style="list-style-type: none"> <li>• Understands and follows digital etiquette.</li> <li>• Understands how digital platforms integrate in to the working environment.</li> <li>• Understands and follows the required security levels necessary to protect data across digital and social media platforms.</li> </ul>		
	<p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>• Logical and creative thinking skills.</li> <li>• Analytical and problem solving skills.</li> <li>• Ability to work independently and to take responsibility.</li> <li>• Can use own initiative.</li> <li>• A thorough and organised approach.</li> <li>• Ability to work with a range of internal and external people.</li> <li>• Ability to communicate effectively in a variety of situations.</li> <li>• Maintain productive, professional and secure working environment.</li> </ul>		

Thank you for your time completing this form

Please return your completed form to ELS by uploading your form at:

<https://www.elsbusinessstraining.co.uk/end-point-assessment/independent-end-point-assessors-and-internal-quality-assurers/>

or email it to [epaenquiries@explosivelearningsolutions.com](mailto:epaenquiries@explosivelearningsolutions.com)