



**BCE DIGITAL MARKETER
APPRENTICESHIP
EMPLOYER PACK**

YOUR SUPPORT IS KEY TO THE APPRENTICE'S SUCCESS...

As discussed the line manager plays a key role in supporting the apprentice through the programme. Below are just some of the ways in which you can help the apprentice have a successful journey...

Create a supportive environment:

In order for the apprentice to flourish they need the right environment to grow and develop. Here are a few key things we have found help with this process:

- Ensure staff are confident supporting a young apprentice
- Provide a thorough induction
- Provide a mentor or coach as well as a line manager (if you have capacity)

Provide the opportunities to grow

As well as the right environment, the apprentice will need to have the right opportunities to grow their skills and knowledge. You can help us achieve this by:

- Work with the young person and their training provider to identify and address support needs
- Ensure there is enough time in their work schedule to achieve their 20% off the job training objectives each month
- Provide opportunities for the apprentice to be involved in work projects to develop skills, knowledge and behaviours relevant to their apprenticeship programme

Work with us to support the apprentice's development:

Finally, you play a vital role in helping us to support the apprentice's development and achievement of their goals and aspirations. You

- Take part in the regular reviews of your Apprentices' progress
- Give the apprentice constructive feedback on their performance and help identify areas for development
- Be involved in agreeing goals and SMART target setting
- Fully support the apprentice to be ready for End Point Assessment

The Apprenticeship Programme

The programme lasts for 15 months and is made up of two key areas:

- On Programme Assessment
- End Point Assessment

On Programme Assessment
Stage
Months 1 - 12

Apprentice builds workplace
portfolio

Apprentice completes
3 qualifications

End Point Assessment
Stage 1
Month 13

Employer completes
apprentice reference

Apprentice submits
workplace portfolio

End Point Assessment
Stage 2
Month 14

Complete synoptic
project

End Point Assessment
Stage 3
Month 15

Final interview

On Programme Assessment

This part of the assessment process will focus on months 1-12 of the apprenticeship where the apprentice will...

- Gather a portfolio of evidence that covers specific skills and behaviours in the workplace.
- Participating in tutorial/training sessions to complete the three qualifications

End Point Assessment

Once the apprentice has completed 12 months in employment and has gathered sufficient evidence for their summative portfolio, they will be ready to start the end point assessment stage. This will take place during the last 3 months of the apprenticeship programme (months 13-15).

This end point assessment will take place through an independent assessment provider, although we will fully support the apprentice through the process.

It is important that apprentices are ready to complete EPA and to avoid unnecessary costs of EPA resits - As costs will be shared 50/50 between BCE and the apprentice's employer

Stage 1:

- Apprentice submitting a summative portfolio
- Employer Reference - This will be used to assess the apprentice's workplace performance

Stage 2:

- Synoptic project – This is a short case study project the apprentice completes over 3 - 5 days

Stage 3:

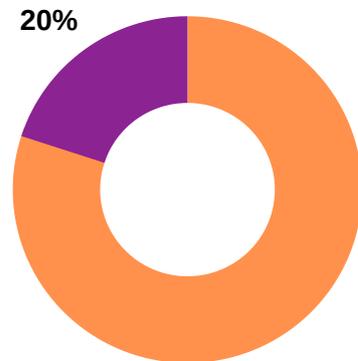
- Interview – The apprentice will have a 1 - 2hr video interview with an End point assessment assessor for the final stage of the Apprenticeship

BALANCE OF ON & OFF THE JOB TRAINING

The apprenticeship programme is delivered through the mix of On the Job & Off the Job training. This means an apprentice's contract is split into:

- 80% in the workplace (On the Job)
- 20% out of the workplace (Off the Job)

OFF THE JOB TRAINING



80%

ON THE JOB TRAINING

OFF THE JOB TRAINING

All apprentices are required to complete a total of 20% their apprenticeship contracted hours learning away from their day to day job roles. This is a mandatory requirement of the apprenticeship scheme and must be factored into their monthly work schedule. It works out to be the equivalent of 1 day per week for a 5 day per week contract

This will be delivered by BCE on a monthly schedule. It is a blended learning model that is a mix of remote and face to face learning.

Online distance learning (14Hrs per month):

The core of the off the job training will comprise of the completion of qualifications. These will be delivered through an online learning environment remotely and will require the apprentice to complete a maximum of 14hrs of tasks a month. This can be completed in or out of the workplace. However if it is the apprentice needs allocated time away from their work duties

Group tutorials & Industry Master classes (2 x full days two Weds per month):

As well as the online tutorial the apprentice will need to attend two group tutorials at the BCE campus with the rest of their group and tutor. This will also incorporate an industry master class with a guest from the digital marketing sector. This will also be scheduled for one Wednesday a month. It is important that the apprentice attends **ALL SESSIONS** and is on time as if not time may be taken back from their work time to make up missed learning

ON THE JOB TRAINING

The on the job training element of the programme is based around the apprentice developing specific skills and behaviours in the workplace that relate to working as a Digital Marketer. This part of the training will require a number of specific tasks and duties to be built into the apprentice's day to day roles and responsibilities. BCE will work closely with the apprentice's line manager to ensure they have the opportunities within their job role to develop the required skills and experience.

Workplace Portfolio:

In order for the on the job training to be assessed, the apprentice will need to gather evidence that demonstrates their skills development in the workplace. To do this they will work closely with their assessor to pick out examples of work they have carried out in their job role to build a summative portfolio.

Evidence can take the form of:

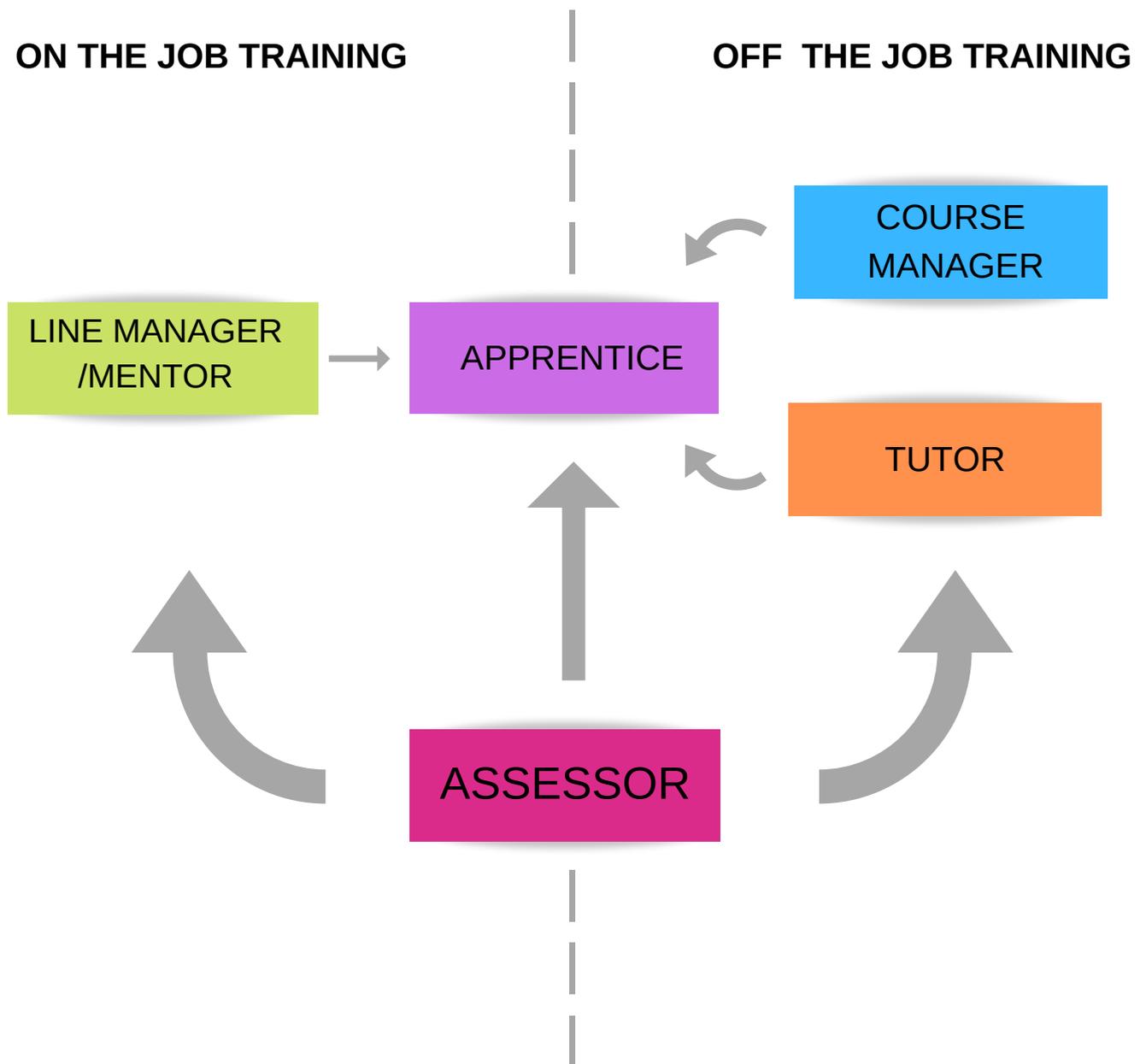
- Examples of reports/documents produced at work
- Video discussions with Assessor
- Written reflective reports

12-WEEK PROGRESS REVIEWS:

To help support the employer and apprentice through the programme and monitor the apprentice's progress, there will be 12-week progress review meetings. These will take place in the workplace and will be conducted by the apprentice's assessor. The assessor will speak with the apprentice and their line manager and discuss areas such as:

- Line manager and apprentice feedback on performance in the workplace
- Assess progress with apprentice workplace portfolio
- Discuss apprentice progress with off the job training
- Agree SMART targets to support progress in all aspects of the Apprenticeship programme

WHO'S WHO ON THE APPRENTICESHIP





BCE SUPPORT TEAM

Tutor:

Your class tutors are responsible for teaching the important skills and industry knowledge ('off the job training') that underpins the apprentice's job role. They will guide them through various knowledge modules and qualifications that they will need to successfully achieve their apprenticeship. All BCE tutors are active professionals in the industry and are able to bring years of experience into the teaching of the qualifications. Alongside this they will bring in guest speakers to provide fantastic industry insight and advice on what is crucial to the apprentice's chosen industry and broaden their network of contacts.

Assessor:

The assessor is the link between the employer and BCE. Their role is to monitor the apprentice's progress in the workplace and work alongside their employer to provide relevant activities and support in the workplace to achieve their apprenticeship. They will maintain regular contact with the apprentice and their line manager to undertake regular progress and assessment visits (every 12 weeks). This will support the apprentice's performance and development in the workplace and also help gather the evidence for their portfolio.

Course Manager:

The course manager is responsible for the overall management of the apprenticeship course including, qualifications, tutors, assessors, BCE policies and attendance & punctuality issues.

Line manager/mentor:

The line manager has an important role in supporting the apprentice to develop the required skills and knowledge of a Digital Marketer in the workplace. As well as managing the apprentice's day to day tasks, they will need work alongside the assessor to ensure the apprentice has relevant opportunities in their job role to meet the apprenticeship requirements