



Pearson

Job description: Independent end-point assessor for Digital Marketer (level 3)

About Pearson

Pearson is the world's leading learning company, with 35,000 employees in more than 70 countries working to help people of all ages to make measurable progress in their lives through learning. We put the apprentice at the centre of everything we do, because wherever learning flourishes, so do people. Find out more about how we can help you and your learners at qualifications.pearson.com

Overview of the independent end-point assessor role

Government has introduced a requirement that all apprenticeships contain an end-point assessment (EPA) which is a holistic assessment of the Knowledge, Skills and Behaviour (KSBs) that have been learnt throughout the apprenticeship. This is to make sure that apprentices meet the rigorous standard set by employers and are fully competent in the relevant occupation. Pearson must provide employers with the confidence that completing an apprenticeship means an individual is fully job-ready and that all apprentices, following the same standard, are assessed consistently, regardless of where they are undertaking their apprenticeship or who they are doing it with.

An independent EPA means that those making a decision on the competency of the apprentice have nothing to gain from the outcome of the assessment. To maintain independence within the scope of this EPA, an independent end-point assessor (IEA) can only undertake end-point assessments of apprentices, with whom they have no conflict of interest. This means they must be independent of the registered apprenticeship training provider at which the apprentice completed their on-programme element, and must not have been involved in the on-programme training, assessment, or line management of such apprentices.

The end-point assessments will be conducted onsite, or remotely, on dates agreed with employers and/or providers if appropriate. Independent end-point assessors will record and submit the EPA outcomes, with clear justifications for the grading decisions. EPA activities will be quality assured by Pearson quality assurance representatives.

The IEAs will undertake EPAs in line with the associated apprenticeship assessment plan, and the materials provided by Pearson. Please see the below Key Accountabilities and Person Specification sections for further details.

Key Accountabilities:

The independent end-point assessor will:

- Take part in regular training and standardisation activities, associated with the role of

independent end-point assessor for this EPA

- Maintain and provide evidence of ongoing, relevant Continuous Professional Development (CPD)
- Assess the performance of candidates in accordance with published assessment and grading criteria and procedures, ensuring overall standards are maintained
- Follow the protocols set out in Pearson's specifications, assessment materials and quality assurance protocols, relating to the EPAs
- Maintain service-level agreements with regards to responding to EPA planning, operational activities, reports and submissions of assessment outcomes
- Report all risks and issues encountered during the end-point assessment to Pearson, including any suspected malpractice/maladministration
- Ensure all EPA reports and assessment evidence are high quality and recorded accurately
- Support Pearson, if necessary, with any appeals from apprentices, regarding assessment decisions
- Allow additional time for travel, when making EPA arrangements
- Raise any conflicts of interest, including in relation to the independence of assessment
- Ensure that any personal actions are completed, as required by Pearson
- Contribute to the continuous improvement of Pearson's end-point assessment activities
- Contribute to the external quality assurance activities undertaken by the Tech Partnership overseen by Digital Industries Apprenticeship External Quality Assurance Board

Person Specification

Occupational Profiles¹:

The primary role of a digital marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention. A digital marketer will typically be working as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. The marketer will work to marketing briefs and instructions. They will normally report to a digital marketing manager, a marketing manager or an IT Manager.

Underpinning Skills, Attitudes and Behaviours

- Logical and creative thinking skills
- Analytical and problem solving skills
- Ability to work independently and to take responsibility
- Can use own initiative
- A thorough and organised approach
- Ability to work with a range of internal and external people
- Ability to communicate effectively in a variety of situations
- Maintain productive, professional and secure working environment

Background and Experience (essential):

¹ Profile drawn and adapted from Apprenticeship Standards for Digital Marketer which was approved November 2016, references: ST0122/AP02. Usage under the terms of the Open Government Licence. Visit

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- Current relevant occupational competence within the sector (relevant to; infrastructure, tools and technologies appropriate to this occupation and of relevance to the sector/size of business in which they will be carrying out assessments)
- Knowledge and understanding of the digital sector
- Relevant industry expertise equivalent to or higher than the level of the apprenticeship standard being assessed and/or relevant professional recognition at a level equivalent to or higher than the registration level of the apprenticeship standard being assessed
- Experience of leading meetings/structured interviews/discussions
- Experience of complying with quality assurance/regulatory requirements
- Evidence of commitment to maintaining CPD, in line with new apprenticeship requirements and the EPA specialism

Background and Experience (desirable):

- Current DBS
- Knowledge of prevent & safeguarding

Skills & Knowledge (Essential)

- Excellent written, verbal and interpersonal skills, including the ability to effectively respond to conflicts
- Ability to understand and respond to the individual needs and circumstances of employers/apprentices
- Sufficient and relevant technical knowledge of:
 - Online and Social Media platforms
 - Marketing plans and campaigns
- In-depth knowledge of the associated apprenticeship standard, assessment plan, specification, assessment instruments and recording tools
- Ability to assess, free from bias
- Ability to assess and report risks
- Ability to meet deadlines

Other requirements

Any applicant undertaking this role will be expected to:

- Have personal IT equipment capable of running Pearson required software
- Have a suitable broadband connection, Microphone, Headphones and a webcam
- Have a personal and secure email account
- Have a postal address in the United Kingdom or Republic of Ireland, Guernsey, Jersey Isle of Man
- Have the right to work in the UK
- Allow additional time for travel, when making EPA arrangements