



DigitalMarketingMentor

# Learner Apprenticeship Handbook



## Welcome to Digital Marketing Mentor

This handbook provides you with the relevant key information needed for starting your programme with Digital Marketing Mentor.

Digital Marketing Mentor is approved by the ESFA as a Main Provider to deliver apprenticeships to levy paying employers, and is a recognised accredited specialist training provider of digital skills.

We are committed to ensuring our learners achieve the skills and knowledge required to help support sustainable employment and growth opportunities within this industry.

We offer you a range of apprenticeship standards at Level 3 and 4 in different digital marketing disciplines. These can be delivered in a distance supported learning format, using our webinar platform Zoom. Our highly experienced mentors are talented practitioners in their field, enabling them to share with you some best practice case studies to support your learning in the workplace.

Your mentor will work with you to understand your specific learning and career objectives to ensure that what you gain from the programme is tailored to your personal goals and job role.

As part of your apprenticeship programme Digital Marketing Mentor will be on hand to offer information, advice and guidance to support you in achieving your full potential.

Digital Marketing Mentor aims to promote Equality and Diversity at every opportunity.



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## How will my apprenticeship progress?

### Starting your programme

We will meet with your employer prior to induction to identify key activities within your job role, to ensure that you are working towards the correct and most suitable apprenticeship standard. This is an ideal opportunity for your employer and yourself to agree on the most appropriate delivery method and study day. We will then be able to offer you more accurate information, support and guidance to set realistic but challenging goals that meet your apprenticeship standard, job role and employer demand.

### Study day - 20% Off the job training

All new standards must contain 20% off the job training. This is calculated using the apprentices contracted employment hours across their whole apprenticeship – equivalent to around one day per working week. Your mentor will provide you with a record log for completion.

### What can be used as off the job training?

- Theory – such as lectures
- Role-playing
- Online learning
- Simulation exercises or industry training
- Staff shadowing
- Mentoring
- Industry visits
- Competitions
- Learning support
- Time spent writing assignments

### Next step - Functional Skills requirements

Initial diagnostic assessment of your standard of English & Maths will be carried out via eLearning tool **bksb**. You will be required to achieve level 2 in these functional skills before the end of your apprenticeship. Support will be provided by your mentor as you work through the bksb programme to ensure you are able to achieve this in time for your end point assessment.

If you have already achieved Level 2 (GCSE grade C/level 4 or above) in English and Maths then you may be exempt from completing the functional skills programme, providing you are able to produce certificates.



## Additional learning support

Where a mentor identifies that more specialist support is required in driving achievement in English and Maths, we will arrange to provide you with a functional skills specialist tutor.

## Induction

Your mentor will work with you to create your individual learning plan (ILP) – this will capture the details of your apprenticeship programme, when you will reach key milestones and how you will go about achieving them.

This gives you the opportunity to find out more about your programme, what is expected of you and what you can expect from Digital Marketing Mentor.

## Stage 1 – Teaching & Learning

Your knowledge, skills and behaviours will be developed and assessed with the aim of becoming competent in your job role - as set out in the apprenticeship standard. We will work with you to set clear individual objectives, goals and mock assessments. You will work through your flexible individual learning plan in agreement with your employer and mentor. This will enable you to maintain progress against your apprenticeship standard whilst supporting employer priorities in the workplace.

## Stage 2 – Gateway

Your mentor and employer will decide when they think you are ready for end point assessment, usually in the last three months of the apprenticeship programme. Your mentor will make arrangements for EPA, once it is agreed that there is sufficient evidence to support competence against the standard.

## Stage 3 – End Point Assessment

Your competence will be assessed at this point, as set out in the standard assessment plan. Depending on the level and design of the programme being followed, your end point assessment may consist of a range of the following:

- A portfolio of evidence
- Workplace Observation
- Multiple choice Test
- Synoptic project



- Research Project/Case study
- Professional discussion/Interview/Question & Answer

There is a minimum pass rate that will need to be reached, otherwise a resit will be arranged.

## Mentoring & Quads Direct

Each time any teaching, learning or assessment takes place, your mentor will document what has been delivered or assessed in your e-portfolio Quads Direct. These sessions will be delivered remotely via web conferencing platform Zoom, as discussed and agreed with your employer. They will take place approximately 2-3 times per month.

## Progress Reviews

These reviews will take place every 12 weeks from the program start date and will be face to face meetings with learner, employer and mentor. They will include a review of work undertaken, discussing current work priorities and projects, and identifying any additional learning and support requirements. Your functional skills progress will be monitored, documented and supported.

Along with your mentor and employer, you will agree what targets are to be achieved by the time of the next review. Any adjustments to your ILP can take place here.

## Completion, Progression & Certification

Once successful, you will receive your course completion certificate from the Institute for Apprenticeships.

## Advice & guidance

What next? – Your mentor will discuss with you and your employer possible progression steps, e.g. higher level qualifications, promotions, further training etc



## The Digital Marketing Mentor Commitment to Learners

*“we are committed to giving you the opportunities to achieve your goals”*

### Giving you choices

We will:

- Always treat you as an individual, understanding any issues or barriers you may have irrespective of age, gender, disability or status.
- Ensure you are jointly involved in developing and choosing your own learning.
- Support you in developing the personal and social skills necessary to make choices.

### Developing your skills and knowledge

We will:

- Provide you with the knowledge and understanding to meet your apprenticeship standard in the workplace
- Support you to develop connections between your training and the skills you need for work.
- Challenge you to achieve set tasks.
- Give you access to different teaching and learning approaches and resources that meet your individual needs.
- Give you access to highly trained mentors who are able to extend and develop your skills in your chosen areas.
- Provide a flexible approach to your learning

### Feedback and how we use this to improve our services to you

We will:

- Provide you and your employer regular feedback throughout your programme, using our e-portfolio system (Quals direct) via contact logs, face to face reviews, emails and survey links
- Ask that you provide us with feedback in order that we can improve your learning experience - through the completion of your reflections in the learner journal (Quals direct), and through survey links which will be emailed to you.
- Annually produce a report which will seek to determine:
  - how well we are meeting your needs
  - areas in which we need to improve
  - results taken from surveys
  - Reviews and focus groups



## Equality & Diversity at Digital Marketing Mentor

“We will promote equality and diversity and **RESPECT** every individual’s right to a balanced life”

### What is Equality?

It’s about being fair and giving everyone an equal opportunity to achieve no matter what their age, gender, disability, ethnicity or status is. We all have the right to be treated fairly!

### What is Diversity?

It is about understanding that everyone is different.

Digital Marketing Mentor understand that everyone is different, and we aim to ensure that your individual needs are met at every opportunity.

### What does Equality & Diversity mean at Digital Marketing Mentor?

- Fairness to ALL - **RESPECT**
- Individuality – what people want and need will be different
- Everyone is given the opportunity – to work / to learn / to achieve / to progress
- Feel able to speak out
- Politeness - good manners cost nothing
- Common Sense – think before you act

### What do I need to know and what is expected of me?

- How to look after myself– take care
- How to treat others around me – ask if they need help – and treat them with **RESPECT**
- How to look after material things – other people’s property – treat with respect.
- How to report anything that isn’t right! – policies and procedures
- If you feel that you have not been treated fairly, we want you to tell us.

At Digital Marketing Mentor, we expect all staff, learners, visitors and anyone we work with to have **RESPECT** for each other and promote Equality and Diversity.





This means:

**R**espect others and be fair

**E**veryone is different and I should always remember this

**S**peak up – I should tell someone, if I am not being treated fairly or if I see someone else being treated unfairly

**P**oints of view are different so I should listen to what people have to say

**E**veryone matters

**C**aring about the feelings of others

**T**reat others how I would like to be treated

## Safeguarding

At Digital Marketing Mentor we have a responsibility for safeguarding the welfare and safety of our learners.

Safeguarding is an all-encompassing term used to describe many aspects of keeping our learners safe:

- Safe environment

Digital Marketing Mentor will provide an environment that is safe and secure for all users, whilst at the same time is friendly and welcoming.

- Safe recruitment

Digital Marketing Mentor will comply with best practice in the recruitment and training of its staff, in line with legislative requirements. Staff have been vetted through Disclosure and Barring Service checks relevant to their role and have undertaken mandatory Safeguarding training.

- Whistleblowing and Managing Allegations Against Staff policies

Digital Marketing Mentor has certain duties enshrined within the Public Interest Disclosure Act 1998. All staff are aware of their Whistleblowing duties, which are outlined in our Whistleblowing policy and our Managing Allegations Against Staff policy.



Digital Marketing Mentor will operate within the following key principles in relation to safeguarding:

- All people will be treated with respect and with courtesy by staff and learners in an environment that is free from harassment or discrimination.
- All training rooms, communal areas, facilities and equipment will comply with legislative health and safety standards.
- Digital Marketing Mentor will work with learners and other agencies to promote a safe and healthy culture.
- Digital Marketing Mentor will develop partnerships to proactively protect students at risk of abuse or neglect.
- Staff will be trained and will have a clear understanding of personal safety and good Safeguarding practices.
- Digital Marketing Mentor will work with learners to promote their own personal health, wellbeing and safety including their safety online.
- Learners will receive confidential advice, guidance and support for a range of issues that they may face. They will be signposted to external agencies where specialist support is required.
- Digital Marketing Mentor will support learners to have personal resilience and be able to make informed and sensible decisions about their safety and wellbeing.
- The focus will be on minimising the risk of harm to learners, particularly young people and vulnerable adults.

## Learner's Entitlement

In order to promote a healthy and a safe environment, our learners will be entitled to the following:

- The right to make a disclosure to any member of staff and know that the disclosure will be dealt with quickly, sensitively and appropriately.
- To learn in an environment free from bullying or harassment.
- To be made aware of the basic principles of safe learning and Safeguarding relevant to the programme that the learner is completing.



- To be made aware of how to access support on personal health and safety issues either within Digital Marketing Mentor or from outside agencies.
- To be provided with up to date information around personal safety issues.
- The opportunity to comment and feedback on the extent to which Digital Marketing Mentor and courses promote and maintain well-being and personal safety.
- Learn about interpersonal and communication skills that promote and establish a welcoming, safe and respectful environment

Our designated safeguarding officer is:

David Prescod

email: [david@digitalmarketingmentor.co.uk](mailto:david@digitalmarketingmentor.co.uk)

Telephone: 07900692726

Office: 0116 2166620

## Prevent Duty

The **Prevent duty** is the duty in the Counter-Terrorism and Security Act 2015. It is a duty on all education providers to have due regard to preventing people being drawn into terrorism.

Training providers are major education providers for the 16-25 year age group, who are particularly vulnerable to radicalisation. Digital Marketing Mentor has an integral part to play in fostering a set of shared 'British values' and promoting community cohesion.

The government's own definition of extremism as contained within the Prevent strategy will be the definition used within Digital Marketing Mentor's policy and is:

*Vocal or active opposition to fundamental British values, including democracy, the rule of law, individual liberty and mutual respect and tolerance of different faiths and beliefs. We also include in our definition of extremism calls for the death of members of our armed forces.*

British values are defined as:

"democracy, the rule of law, individual liberty and mutual respect and tolerance for those with different backgrounds, characteristics, beliefs and faiths"



This definition is a natural extension of Digital Marketing Mentor's values: Integrity, Passion, Trust, Innovation and Teamwork.

## Aims of the Prevent Policy

This policy has the following aims:

1. To promote and reinforce a set of shared values, founded on tolerance and respect for others.
2. To create a safe space for free and open debate.
3. To promote a sense of community cohesion both within Digital Marketing Mentor and within its wider external community.
4. To ensure that students are safe in the workplace and in an environment that is free from bullying, harassment and discrimination.
5. To support students who may be at risk from radicalisation by providing materials and holding discussions and to be able to signpost them to further external sources of support where appropriate.
6. To ensure that staff are aware of their responsibilities under this policy and are able to recognise and respond to vulnerable students.

This policy should be read in conjunction with Digital Marketing Mentor's safeguarding policy and Digital Marketing Mentor's Equality and Diversity Policy

## Data Protection and Confidentiality

Digital Marketing Mentor needs to keep certain information about its employees, learners and other users to allow it to monitor performance, achievements, and health and safety - for example.

To comply with the law, information must be collected and used fairly, stored safely in a transparent manner, and not disclosed to any other person unlawfully.

Digital Marketing Mentor is committed to meeting its legal obligations as laid down by the General Data Protection regulations (GDPR) with effect from May 2018.

For specific policy details please refer to our website <http://digitalmarketingmentor.co.uk/>



## Health & Safety at Digital Marketing Mentor

“To create an environment where people will feel and be **SAFE**”

Safe environment for all

Always report accidents and dangers

Feel safe where you work and learn

Everyone is responsible for Health & Safety – including YOU

### Why Health & Safety?

- To make sure YOU know how to be **SAFE**
- It is the **LAW** to have a safe working and learning environment
- Carry out activities without injury or danger to yourself or others
- Common Sense – think before you act

### What do I need to know?

- How to behave and keep myself and others **SAFE**
- Be aware of risks around me and others
- Know how to protect myself and others from injury and danger
- How to report any unsafe acts – policies and procedures

### Health & Safety – The Digital Marketing Mentor Way

We will promote Health and Safety at every step of your journey:

- When you start your programme  
We will raise your awareness of Health and Safety and how you can keep yourself and others **SAFE**
- Teaching, Learning and Assessment

We will set out an action plan for you to follow to make sure you achieve your main aim in a **SAFE** and healthy environment.

- Reviews.

The progress review is a good opportunity to assess what you have learnt and know about Health & Safety. This is YOUR review and a chance to give your opinions.



- Progression

What next? – Health & Safety matters wherever your next step takes you so always remember what you have learnt!

## Complaints and Appeals Process

Digital Marketing Mentor is committed to providing a quality service for you - by listening and responding to the views of our learners, staff and customers. We aim to respond positively and promptly to any complaints that occur.

Our detailed complaints procedure can be found on our website, or by requesting a copy by emailing [enquiries@digitalmarketingmentor.co.uk](mailto:enquiries@digitalmarketingmentor.co.uk)

### **Informal Stage**

Digital Marketing mentor welcomes all comments and suggestions about the services it provides and aims to resolve concerns informally and quickly at a local level. In the first instance, raise your concerns with your dedicated mentor. If you are unable to resolve the issues raised, formal procedures below can be followed.

### **Formal Procedures**

#### **Stage 1**

Formal complaints should normally be submitted in writing, if possible using the Record of Complaint form found in our complaints procedure. A letter or e-mail will also be accepted. The complaint should be sent to:

Email [enquiries@digitalmarketingmentor.co.uk](mailto:enquiries@digitalmarketingmentor.co.uk)

Suite 4  
6 Frederick Street  
Wigston  
Leicester  
Le18 1PJ

You will receive acknowledgement of receipt of your complaint, there after internal investigation will take place. A detailed response should be received within 10 working days - in exceptional circumstances it may take longer, the complainant will be advised of any delay. Digital Marketing Mentor aims to resolve matters as quickly as possible, however some issues may be more complex and therefore require longer to investigate. Consequently, time scales are indicative.

#### **Stage 2**



If the complainant is not satisfied with the outcome of Stage 1, they have the option of writing to the Managing Director, stating the reason why they are dissatisfied with the outcome (normally within 10 working days of receiving written notification of the outcome of Stage 1).

FAO Julie Thompson - Managing Director

Email [julie@digitalmarketingmentor.co.uk](mailto:julie@digitalmarketingmentor.co.uk)

Suite 4  
6 Frederick Street  
Wigston  
Leicester  
LE18 1PJ

The Managing Director will respond normally within 10 working days to inform the complainant of the action being taken to investigate their complaint. At this stage any new information will be considered.



## Key Contact Information

<b>Mentor</b> (add when appointed)		
<b>Support</b>	enquiries@digitalmarketingmentor.co.uk	0116 2166620

Our detailed policies can be found on our website <http://digitalmarketingmentor.co.uk/>  
Please take time to familiarise yourself with these.

I have read and understood the content of this booklet.

SIGN
PRINT
DATE