



Learner Apprenticeship Handbook



A Warm Welcome to Digital Marketing Mentor

Welcome to the start of your apprenticeship programme with Digital Marketing Mentor. We look forward to supporting you and your career progression over the duration of your programme.

We have compiled some useful information that will help to answer any questions you may have regarding your apprenticeship so please read through this booklet carefully. Please do not hesitate to get in touch via email at enquiries@digitalmarketingmentor.co.uk if you have any specific questions or require any clarification.

Digital Marketing Mentor is approved by the ESFA as a Main Provider to deliver apprenticeships to levy paying and non-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 a range of apprenticeship standards at Level 3 and 4 in various digital marketing disciplines. These can be delivered in a supported distance learning format, using the webinar platform Zoom. Our highly experienced mentors are talented practitioners in their field, enabling them to share with you current and up to date industry information as well as some best practice case studies to support your learning in the workplace.

Your mentor will work with you and your employer 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.

Digital Marketing Mentor will be on hand to offer careers 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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What is an apprenticeship?

An apprenticeship is a real job where you learn, gain hands on experience and get paid a salary. You are an employee with a contract of employment and holiday leave - and your course fees will be covered by your employer and the government.

By the end of an apprenticeship programme, you'll have the right skills and knowledge needed for your chosen career.

How will my apprenticeship progress?

Starting your programme

We will meet with your employer prior to your induction to the apprenticeship programme to identify key activities within your job role to ensure that you are working towards the correct and most suitable apprenticeship standard. We will agree with you and your employer the most appropriate delivery method and study days/sessions. 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 your employer requirements.

Once we have agreed the correct apprenticeship standard for you, we will arrange an apprenticeship start up meeting (ASM). This is a meeting between you, your allocated DMM mentor and your employer where we will discuss the content of the apprenticeship standard and how and when the programme will be delivered; we will begin to create your Individual Learning Plan (ILP) which will take into consideration the results of your initial assessment and skills scan. For your apprenticeship to provide you with the very best learning and development experience it is important for you, your DMM mentor and your employer to work together to plan your learning programme and how your work activities will support your apprenticeship achievement. We will also provide information on how you will be assessed at the end of your apprenticeship programme through end point assessment (EPA) and we will also agree the end point assessment organisation (EPAO).

20% Off the Job Training

All apprenticeship programmes must include an allocation of 20% of your working time to complete off the job training. This means training and development activities that are directly relevant to your apprenticeship standard that must be completed within your normal working hours. The required number of off the job training hours is calculated using your contracted employment hours across the whole apprenticeship programme and is usually equivalent to around one day per working week. Your DMM mentor will demonstrate how you should record your off the job training hours on your Quals Direct e-portfolio.

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



English and Mathematics

If you do not already hold a level 2 qualification in English and mathematics you will be required to achieve level 2 functional skills qualifications in these subjects before the end of your apprenticeship. However 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 functional skills qualifications, providing you are able to produce your certificates.

You will be provided with an initial and diagnostic assessment of your English and maths skills which will identify any specific areas requiring development in both subjects to ensure the support provided by your mentor is tailored to your individual requirements. You will be appropriately supported to work through your individual English and mathematics development programme using BKSb interactive resources and with the support from a specialist functional skills tutor. We will work with you to ensure you are able to achieve functional English and maths qualifications by your Gateway and prior to your end point assessment if you are required to do so

You will be continually supported to brush up on your English and maths skills whether or not you are exempt from functional skills qualifications.

Recognised prior learning

Where previous qualifications or experience can be validated as evidence towards your apprenticeship, please discuss this with your mentor before submitting the evidence using the link and form below:

[Recognised prior learning policy & application form](#)

Induction

Your mentor will work with you to continue to build 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. Throughout your induction you will find out more about your programme, what is expected of you and what you can expect from Digital Marketing Mentor.

On Programme Teaching and Learning

Your knowledge, skills and behaviours as set out in the apprenticeship standard will be developed through the teaching and learning session delivered by Digital Marketing Mentor in collaboration with your employer. These sessions will be delivered usually remotely via the web conferencing platform – Zoom, as discussed and agreed with your employer. They will take place approximately 2-3 times per month. You will be formatively assessed throughout the programme through the completion of assignments, research, work-based projects and carrying out various activities with the aim of becoming competent in your job role. We will work with you to set clear individual objectives, goals and mock assessments. You will work through your individual learning plan to maintain progress towards achieving your apprenticeship standard whilst supporting employer priorities in the workplace.

Mentoring & Quads Direct

At the beginning of your programme you will be allocated a DMM mentor who will support you and provide teaching, learning and assessment sessions as agreed with you and your employer. DMM will provide you with an e-portfolio account (Quads Direct) and as part of your induction you and your employer will receive training by your mentor to ensure you are confident in using it. You will be required to record and store the work you produce such as assignments, projects, research, etc., a learning journal and evidence towards your summative portfolio as well as additional information such as your CV, job description and communications between you and



your mentor. Each time any teaching, learning or assessment takes place, your mentor will document in your e-portfolio (Quals Direct) what has been delivered or assessed and will also record agreed action and/or assessment plans.

Progress Reviews

Progress reviews take place every 12 weeks from the programme start date and are face-to-face meetings between you, your employer and your DMM mentor. Progress Reviews are an opportunity for you to self-reflect on the work you have completed over the previous 12 weeks and since you embarked upon your apprenticeship and the progress you are making. They ensure that you and your employer can see the progress you are making towards your apprenticeship programme and what you need to do to continue to make progress and achieve. A review of the work you have undertaken since your last review, your current work priorities and projects and any additional learning and support requirements takes place. In addition, the progress you are making towards your English and maths development and/or your functional skills qualifications is also monitored and reported on.

Along with your mentor and employer, you will agree the targets to be achieved by the time of your next progress review; these are often referred to as milestones and as a result your ILP is updated and revised.

Gateway

The Gateway meeting usually take place in the last three months of the apprenticeship programme once you have passed any mandatory qualification requirements including functional skills. It is at this meeting when your mentor and employer decide whether you are ready for end point assessment (EPA) and depending on the standard you are enrolled on you may be required to agree the content of a work-based project or synoptic project. Once it is agreed that you are ready for EPA your DMM mentor will make arrangements with the EPAO agreeing on dates and times for this to take place.

End Point Assessment (EPA)

Your knowledge and competence will be assessed at this point, as set out in the apprenticeship 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

You have the opportunity to achieve a Pass, Merit, Distinction and a minimum pass rate must be reached.

Completion, Progression & Certification

Once you have successfully achieved all components required and achieved a successful End Point Assessment, you will receive your apprenticeship 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., moving to higher-level qualifications, possible promotion within your workplace or further training.

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 with 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:
 - results taken from surveys
 - Reviews and focus groups
 - how well we are meeting your needs
 - areas in which we need to improve and actions taken to implement changes



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 understands 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 – recognition that what each person wants and needs will be different
- Everyone is given the opportunity – to work / to learn / to achieve / to progress
- Everyone feels 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:

Respect others and be fair

Everyone is different and I should always remember this

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

Points of view are different so I should listen to what people have to say

Everyone matters

Caring about the feelings of others

Treat 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 members 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 members 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.

Learners' 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:

Julie Thompson

email:julie@digitalmarketingmentor.co.uk

Telephone:

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, Prevent policy and Equality and Diversity policy. Any concerns should be reported to Digital Marketing Mentor's Safeguarding Officer as detailed above.



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.
- Progress 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

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 issue raised, formal procedures below should 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

Post: Digital Marketing Mentor
2nd Floor, 9 High Street
Lutterworth, Leicestershire
LE17 4AT

You will receive an acknowledgement of receipt of your complaint; thereafter an internal investigation will take place. A detailed response will be received within 10 working days - in exceptional circumstances it may take longer and 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 you are not satisfied with the outcome of Stage 1, you have the option of writing to the Managing Director stating the reason why you are dissatisfied with the outcome (normally within 10 working days of receiving written notification of the outcome of Stage 1).

Email: julie@digitalmarketingmentor.co.uk

Post: Digital Marketing Mentor (FAO Julie Thompson - Managing Director)
2nd Floor, 9 High Street
Lutterworth, Leicestershire
LE17 4AT



The Managing Director will normally respond 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.

If a complaint or appeal is unresolved

If the apprenticeship standard you are completing contains a mandatory qualification accredited through an awarding organisation and you are unable to resolve a complaint or appeal about an assessment decision with Digital Marketing Mentor then you have a right to complain directly to the awarding organisation administering the apprenticeship standard qualification. Any appeal must be made within 20 days of the related assessment.

If a learner has followed the Digital Marketing Mentor complaints process but remains unhappy with the outcome and wishes to pursue the issue further, they may follow the external complaints process in place with the relevant funding body such as complaining directly to the Education and Skills Funding Agency. In most cases the complaint must be made within three months of the date of the complaint response letter. Digital Marketing Mentor will provide information on who to complain to in order to escalate a complaint.



Key Contact Information

Mentor (add when appointed)		
DMM Support	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.

APPRENTICE SIGNATURE
PRINT NAME
DATE