



DigitalMarketingMentor

Apprenticeship Employer Handbook

Welcome to Digital Marketing Mentor

Digital Marketing Mentor has been established for over 10 years providing digital apprenticeship solutions to employers nationwide. The vision of Digital Marketing Mentor is "to create a compelling learning experience for employers and learners through the use of innovation and technology."

We are delighted that you have chosen us to help you to develop the skills and knowledge of your employees. We aim to create a genuine partnership approach with each of our employers, working consultatively to ensure each apprenticeship programme is customised and successful as a result of an understanding of your business needs, goals and values.

Our apprenticeship programmes fit around busy work schedules and it's important to us that learners enjoy their learning journey and remain engaged throughout. We want them to enhance their skill set, increase their confidence, and achieve personal and professional success to their highest possible attainment.

We recruit highly experienced and professional trainers and mentors to provide the best quality teaching and learning experience for each and every one of our apprentices. We are committed to driving continuous improvement and we actively seek employer and learner feedback to enhance programme delivery and our customer service.

We look forward to working with you and to seeing the impact that our apprenticeship provision will have on your employees and on your business.

David Prescod Msc. FCIM MIDM
Founder - Digital Marketing Mentor



What is an Apprenticeship

An apprenticeship is a genuine job with a substantial training, development and assessment programme consisting of a wide mix of learning in the workplace, formal off-the-job training and the opportunity to practise new skills in a real work environment. Lasting a minimum of 12 months, an apprenticeship is a way for individuals to earn while they learn. Apprenticeships equip individuals with the necessary skills, knowledge and behaviour they need for specific job roles, future employment and progression.

Individuals over the age of 16, spending at least 50% of their working hours in England over the duration of their apprenticeship and, not in full-time education, can apply for an apprenticeship.

Apprenticeships allow businesses to grow their own talent, develop skilled workers for the future and increase staff loyalty and retention. Employees who have been trained through an Apprenticeship are more motivated and committed to their organisation.

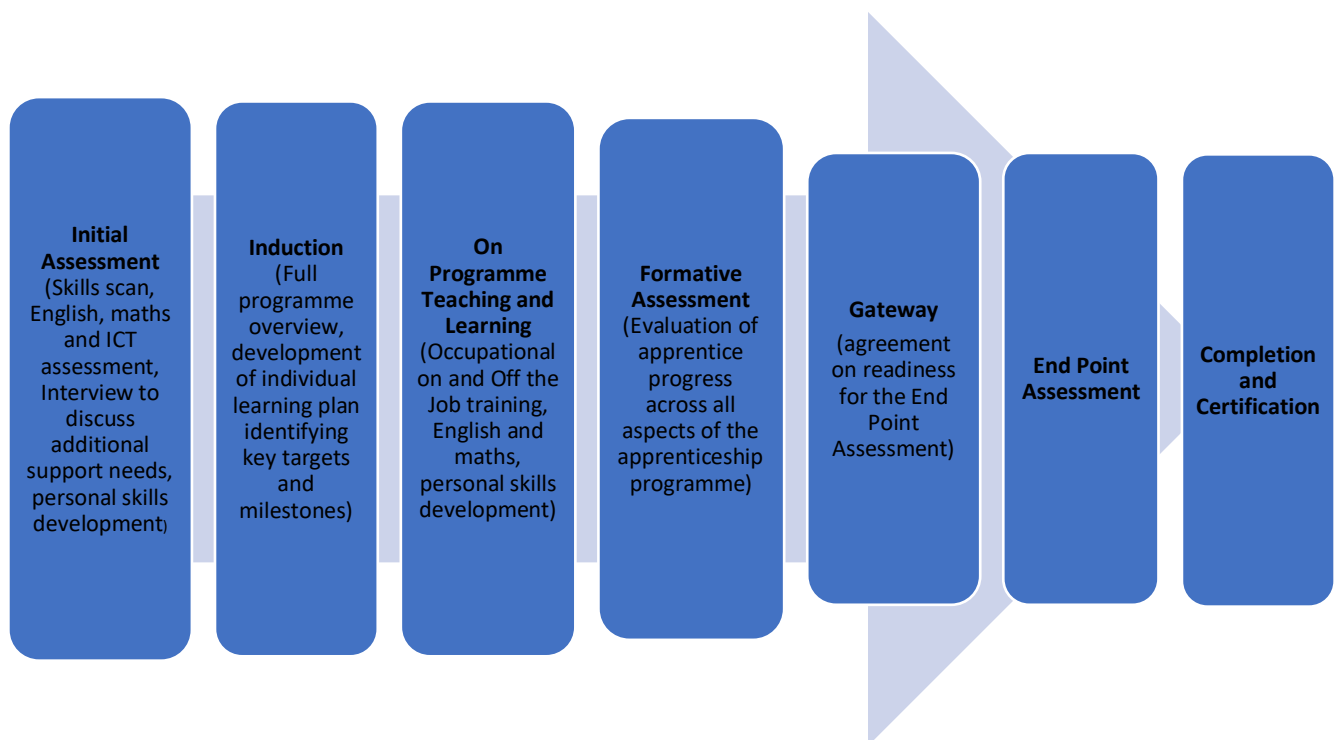
Research shows that 78% of employers with an established Apprenticeship programme report improved productivity whilst 86% of employers said apprenticeships helped them develop skills relevant to their organisation. Other benefits that apprenticeships contribute towards include: – increasing employee satisfaction – reducing staff turnover – reducing recruitment costs. **(Source: Guide to Apprenticeships 2019).**

Apprentices must spend at least 20% of their time on off-the-job training and we will work with you to agree how this will be delivered. As well as the teaching and learning and

seminars delivered, off-the-job training can include e-learning and practical training such as shadowing, mentoring, industry visits and attending competitions.

The Structure of an Apprenticeship

We will work with you from the outset to ensure you are involved in the design of the training programme your apprentice completes, agreeing on the most appropriate delivery methods and study times. We will calculate the required Off-the-Job training hours based on each apprentice's contracted hours of employment. Our collaborative approach allows you to include internal training and development so that the learning is bespoke to your organisation. You will be fully involved in the learning as well as the regular progress reviews to ensure your apprentice stays on track and makes excellent progress. An apprenticeship is made up of various elements including:



Apprenticeships at Digital Marketing Mentor

The range of apprenticeships we offer is listed below, however our portfolio continues to expand, therefore it is recommended that you check our website for an up to date prospectus at: <https://digitalmarketingmentor.co.uk/>

- Level 3 Advertising & Media Executive
- Level 4 Assessor Coach
- Level 3 Broadcast Production Assistant
- Level 3 Business Administrator
- Level 4 Data Analyst
- Level 3 Data Technician
- Level 3 Digital Marketer
- Level 3 ICT (Information Communications Technician)
- Level 3 Junior Advertising Creative

Level 3 Junior Content Producer
Level 3 Junior Journalist
Level 4 Marketing Executive
Level 4 Public Relations and Communications Assistant
Level 4 Software Developer
Level 3 Software Development Technician

Initial Assessment

As part of the Apprentice Start Up meeting, each apprentice receives a full initial assessment so that we can all understand their starting points in terms of their occupational skills, knowledge and behaviours as well as their standard of English and maths.

Each apprentice, with their employer, will complete a robust skills scan which is an assessment of their existing skills, knowledge and behaviour aligned to the apprenticeship standard they are enrolling on. This allows Digital Marketing Mentor to create a bespoke individual learning plan in partnership with you to develop the skills, knowledge and behaviour required to successfully achieve the apprenticeship standard.

In addition, apprentices will complete online assessments of their English and maths skills using the BKSB learning and support system initially to diagnose where there are gaps in their knowledge and understanding. As a result, the system will then generate a learning plan that will either take them through their functional skills exams or, if they already hold GCSE or equivalent qualifications, help them to continually improve and enhance their skills. Through the BKSB learning resources such as videos and practice tests they can work through the plan at their own pace, with the help of their mentor. For those learners who need one to one support, we can also organise tutorials with our expert maths and English teachers.

Initial assessment is also an opportunity for the apprentice to provide their mentor with any information about additional learning support or individual needs they may have so that we can ensure each apprentice is provided with the correct and appropriate support throughout their programme.

Induction

All apprentices receive a thorough induction to their programme so that they fully understand what their apprenticeship consists of and how they will be supported and trained to enable them to meet the requirements of Gateway and the End Point Assessment. Apprentices will receive training to introduce them to their e-portfolio, which is used to collect evidence, store completed work, set assessment/action plans, communicate and monitor progress. We introduce the e-portfolio through a practical training session although to help them to become fully efficient in the use of it, support will be ongoing. Induction includes an overview of our policies and an introduction to topics such as Health and Safety, Equality and Diversity, Safeguarding, Prevent and British Values and E-Safety. The learning and development around these subjects are continually embedded and promoted throughout the apprentice's programme supporting the spiritual, moral, cultural, mental and physical development of each apprentice.

Progress Reviews

At a minimum of every 12 weeks the mentor will carry out a progress review which you are required to attend with your apprentice. At progress reviews the behaviours of the apprentice will be matched to both the apprenticeship standard and the employer expectations. It is important that the apprentice understands what positive behaviours look like and how they can develop them. At this session, the apprentice's progress is reviewed against targets in terms of the apprenticeship standard, their behaviours/personal development and maths and English. The progress they have made during the past three months will be discussed and targets will be set for the following quarter, together with action plans. The review will be recorded on the e-portfolio and both you and your apprentice will be required to write comments and sign off the review to confirm what has been discussed and planned.

Digital Marketing Mentor Teaching, Learning and Assessment Sessions

Each apprenticeship programme includes formal teaching and learning, this consists of online workshops and seminars, e-learning activities as well as independent study. We will agree the structure of the programme with you to ensure we deliver flexibly in line with your business requirements. It is essential that apprentices attend the scheduled workshops and seminars as they are a vital part of the programme; we will supply all dates to the apprentice and yourself at the start of the programme. If an apprentice cannot attend, they should tell their DMM mentor as soon as possible to allow us to arrange an alternative date.

The mentor will conduct all meetings using video conferencing technology as well as face to face meetings in the workplace, ensuring meaningful contact takes place at least every four weeks. Meaningful contact means that an activity will take place to contribute to learning and progress - this can be coaching, an assessment or a review of progress at a convenient date/time to suit you and your apprentice.

The mentor will agree a teaching, learning and assessment plan with the apprentice each time they meet, this will give structure to work they need to complete between visits/sessions. You can review the activities that have been agreed through accessing the e-portfolio at any time. It is important that the apprentice is encouraged to complete independent learning, particularly in areas that are relevant to your business and their role within it. By exposing your apprentice to as many learning opportunities as possible (formal or informal) these will contribute to their developing knowledge and skills. The apprentice will receive constructive feedback throughout their programme to help them to continue to progress and achieve each milestone and the apprenticeship standard.

Towards the end of the programme we will discuss further opportunities with you and your apprentice. The mentor will be able to signpost to further training, qualifications and funded courses if required to enable your staff member to continue to progress with their chosen career.

Vendor and Mandatory Qualifications

Certain apprenticeship standards contain a mandatory qualification or vendor qualification which is a stipulated mandatory requirement to pass that standard. There is usually only 1 vendor or mandatory qualification that can be undertaken per apprenticeship standard. Upon successful completion of the qualification, the certificate provides evidence and exemption for that element of the apprenticeship standard.

We will advise and guide you in your selection of the most appropriate mandatory qualification or vendor qualification where there are multiple options available.

20% Off-the-Job Training and Recording.

To meet the requirements of the apprenticeship funding, it is vital that you ensure your apprentice has the opportunity to spend 20% of their paid working hours in learning. It is also important that they log the activities and the time taken to complete them on their e-portfolio record. Off the job learning includes many things such as attending workshops, completing assignments and preparing for their mentor meetings. Others include attending internal training, coaching from a colleague, learning a new IT system, reading instructions or trade papers, researching on the internet, doing projects, creating reports and most importantly implementing and refining the skills they learn on the programme. Your mentor will support in clarifying what can be recorded as Off-the-Job learning and will also monitor the hours recorded against the hours required. An apprentice cannot progress through the Gateway to the EPA if they have not achieved their 20% off the job learning.

Gateway and End Point Assessment (EPA)

End point assessments are made up of several assessment methods that together confirm the skills, knowledge and behaviours that apprentices need to achieve their apprenticeship standard.

Prior to EPA, Digital Marketing Mentor and the employer will judge when each apprentice is ready to take the EPA. This is called the 'Gateway' and it is expected that the Gateway will occur within the last three months of an apprenticeship. Digital Marketing Mentor will set mock assessments, based on exemplar tests, to assess whether your apprentice is ready to take their EPA.

Depending on the level and design of a particular apprenticeship standard, the EPA will consist of a range of the assessment methods below:

Multiple Choice Test

The apprentice will be required to undertake a timed multiple-choice test under exam conditions. It is usual that 30 questions will be required to be answered within the timeframe of one hour. Some modules within standards are assessed through this method. Although classified as an EPA, depending on the standard, this assessment may occur **before** the apprentice gateway.

Research Project

The apprentice will carry out a research project, record their findings and evaluate the project. A marking and grading scheme will be available to us to ensure decisions are fair and standardised. The research project will be proposed and agreed with the End Point Assessor prior to commencement. This will ensure that the project will cover sufficient competence. The project will be submitted for assessment at the agreed time.

Synoptic Project

A synoptic project presents evidence from a business-related project testing the application of a selection of the knowledge, skills and behaviours defined in the standard. Each project will specify which selection of knowledge, skills and behaviours it is designed to test.

The project does not need to cover every competence but must cover a broad breadth of the competence outcomes, including the use of tools to problem-solve and trouble-shoot non-routine problems. It is designed to assess apprentices in a consistent way, irrespective of their particular workplace and their particular role within their company and is therefore completed outside of day to day work pressures in a controlled environment.

Workplace Observation

An apprentice is observed in the work environment by an end point assessor. The apprentice is required to 'lead' the process by demonstrating, explaining and showcasing work and evidence that they have completed during their apprenticeship. The workplace observation does not need to cover all competences within the apprenticeship standard. We will advise the apprentice and ensure that they are suitably prepared.

Set Test

This is a timed activity, typically 3 hours, where an apprentice is given a scenario on the day of the assessment. They are required to demonstrate skills, knowledge and behaviours that they have gained in the workplace. A simulated activity (e.g. plan a Social Media Campaign) may be undertaken and the end product will be the presentation of this activity.

Professional Discussion/Interview/Question & Answer

The end point assessor will discuss with/interview the apprentice following a set of structured questions and a mark scheme, against the requirements in the apprenticeship standard. The interview questions are set to assess the knowledge, skills and behaviours attained by the apprentice during their employment and training. The end point assessor will utilise their specialist knowledge of the vocational job role to give the apprentice the opportunity to fully demonstrate their knowledge and its application.

Apprentice Rights and Responsibilities

Apprentices are employees of your company and have the same rights and responsibilities as all other employees; this includes pay, working hours, holidays and sickness. Below are the main areas of employee legislation you will need to adhere to (Digital Marketing Mentor does not accept responsibility with regard to employment law relating to employing apprentices). Further employment advice and information is available from ACAS (Advisory Conciliation and Arbitration Service) via their website at www.acas.org.uk

Wages: Apprentices are employees of your company and you are responsible for paying their wage. The Apprenticeship minimum wage is only payable from the official start date of the Apprenticeship*; prior to this you will need to ensure you pay the National Living/Minimum Wage which is appropriate to your employee's age. For further information visit www.gov.uk/nationalminimum-wage-rates

At the official Apprenticeship start date: Employers must pay 16 -18-year-old apprentices at least the Apprenticeship minimum wage. Employers may pay new apprentices aged 19 or over the Apprenticeship minimum wage for the first year of their Apprenticeship only. After this date, you will need to increase your apprentice's wage to the appropriate National Living/Minimum Wage for their age.

*The official start date of the Apprenticeship is the date detailed on the Digital Marketing Mentor Apprenticeship starts paperwork, agreed by Digital Marketing Mentor, the employer and the apprentice.

Rights: Hours of work, holidays and sickness pay should comply with current employment legislation. Further advice can be found at www.acas.org.uk

Statement of Employment Particulars: As the employer, you will need to provide a written 'Statement of Employment Particulars'. This isn't an employment contract but will include the main conditions of employment and this must be provided to your apprentice within 2 months of the start of their employment. For further information, visit www.gov.uk/employment-contracts-and-conditions/written-statement-of-employment-particulars

Apprenticeship Agreement: You will need to provide a copy of an 'Apprenticeship Agreement' to both the apprentice and to Digital Marketing Mentor. This is an official document setting out how you and Digital Marketing Mentor will support your apprentice to achieve their Apprenticeship. It includes information on the training you'll provide, length of the apprentice's employment, their working conditions and any qualifications they will be working towards. If you do not already have an Apprenticeship Agreement, Digital Marketing Mentor will provide an example agreement and complete the final version with you and your apprentice at the start of the apprentice's programme. An Apprenticeship agreement template is also available for download from the Government website by visiting www.gov.uk/government/publications/apprenticeshipagreement-template For further details visit www.gov.uk/take-on-an-apprentice/apprenticeshipagreement

Commitment Statement: You must sign a commitment statement with your apprentice and Digital Marketing Mentor. This must include the following: the planned content and schedule for training; what is expected and offered by the employer, Digital Marketing Mentor and the apprentice; how to resolve queries or complaints - Digital Marketing Mentor will provide you with the commitment statement.

Working Time Regulations: Employees under the age of 18 must not work more than 8 hours per day or 40 hours per week. Employees over this age must not work more than 48 hours a week on average – normally averaged over 17 weeks (this is sometimes called the 'working time directive' or 'working time regulations'). There are some exceptions to these rules, which can be found by visiting www.gov.uk/maximum-weekly-working-hours

20% off the job training: It is a Government funding rule that all apprentices are required to spend at least 20% of their time completing off-the-job training during their paid working hours. You will need to ensure you allow your apprentice time to complete this requirement. In addition to the training and coaching provided by Digital Marketing Mentor, we will support you in identifying other suitable activities to fulfil this requirement, e.g., work shadowing, research, assignment completion, etc.

Equality and Diversity

Digital Marketing Mentor operates and promotes a policy of equality and diversity throughout the whole of the work-based training process.

As an employer you are required to:

- Provide opportunities for your apprentice to demonstrate their competence in specific tasks.
- Comply with E&D legislation; the Equality Act 2010, and do not discriminate under the 'protected characteristics' of - age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation
- Demonstrate your commitment to E&D in the workplace through a clear written policy.
- Ensure equality of opportunity in selection and recruitment and training activities.
- Ensure your apprentice is treated fairly and equally.
- Make sure that your apprentice is not bullied, victimised, harassed or made to feel unwelcome in the workplace.
- Explain to your apprentice what to do if they have any cause for concern.

Health and Safety

- As an employer you are required to:
- Ensure the health, safety and welfare of your apprentice and bring your policy to their attention
- Comply with health and safety legislation
- Inform your apprentice about who is responsible for health and safety matters within the company
- Provide initial and ongoing health and safety training in the workplace for your apprentice
- Provide necessary Personal Protective Equipment
- Report any accidents concerning learners immediately to us
- Assess the risks to which your apprentice is exposed to work and apply the general principles of prevention
- Introduce and maintain appropriate measures to eliminate or control risks to the lowest, reasonable, practicable level
- Ensure that your apprentice is properly supervised by a competent person
- Ensure that learners are covered under Public and Employer's Liability Insurance

Guidance is available for all employers at www.hse.gov.uk

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: <https://digitalmarketingmentor.co.uk/>

Fundamental British Values

Digital Marketing Mentor supports and promotes fundamental British values that reflect life in modern Britain.

British values are defined as "democracy, the rule of law, individual liberty and mutual respect and tolerance for those with different faiths and beliefs".

Fundamental British Values underpin what it is to be a citizen in a modern and diverse Great Britain valuing our community and celebrating diversity of the UK. They are not exclusive and are shared by other democratic countries as a way of creating an orderly society, where individual members can feel safe, valued and can contribute for the good of themselves and others.

We will explain and develop each apprentice's knowledge and understanding of British Values from their induction throughout the teaching, learning and support they receive whilst completing their apprenticeship programme.

Prevent

Prevent is one of four strands of the Government's counter-terrorism strategy known as 'CONTEST'. Through a strategy of support and advice, Prevent aims to stop vulnerable people identified as being at risk of joining extremist groups, from doing so and from carrying out terrorist activities.

We will explain and develop each apprentice's knowledge and understanding of Prevent from their induction throughout the teaching, learning and support they receive whilst completing their apprenticeship programme.

The following document provides further information about Prevent and work-based learning.

<https://www.gov.uk/government/publications/work-based-learners-and-the-prevent-statutory-duty>

The following is a link to online training aimed at a range of audiences to learn more about Prevent. Within this suite of modules is a short online training course specifically tailored for employers which we would ask the safeguarding representative within your organisation to complete:

<https://www.foundationonline.org.uk/course/index.php?categoryid=14>

Safeguarding

Safeguarding is the process of protecting vulnerable adults or young children aged under 18, from abuse or neglect. As an employer, you and your employees may be considered as being in a 'position of trust' and will need to be aware of safeguarding strategies. To safeguard individuals, and to protect your employees and your company, it is advisable to have an Employee Code of Conduct if one does not already exist. The Code will assist your employees by ensuring the rules and standards of your company are clearly communicated. Safeguarding includes online safety, sometimes referred to as e-safety.

Wellbeing

The apprentice's wellbeing is very important to us and as part of the apprenticeship programme we will always promote a healthy lifestyle with wellbeing a topic for discussion part of our ongoing support and reviews. Apprentices and employers have full access to our range of resources and information to help to stay physically and mentally healthy.

Making a Complaint

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

Complaints should be submitted following the process outlined below:

- **Stage 1** - In the first instance, raise your concerns with your dedicated mentor. If you are unable to resolve the issues, a formal complaint should be submitted.
- **Stage 2** – Formal complaints should be submitted in writing, via a letter or email to: enquiries@digitalmarketingmentor.co.uk or by post to:
Digital Marketing Mentor, 2nd Floor, 9 High Street, Lutterworth, Leicestershire, LE17 4AT
You will receive acknowledgement of receipt of your complaint, thereafter internal investigation will take place. A detailed response should be received within 10 working days. In exceptional circumstances it may be longer, however you will be advised of any delay. Digital Marketing mentor aims to resolve matters as quickly as possible. However, inevitably some issues will be more complex and therefore may require longer to investigate. Consequently, timescales are indicative.
- **Stage 3** - If you are not satisfied with the outcome of Stage 2, you have the option of writing to the Managing Director, stating the reason why you are dissatisfied with the outcome. A response will normally be received within 10 working days of receiving written notification of the outcome of Stage 2. A formal complaint at this stage should be submitted in writing, via a letter or email to: julie@digitalmarketingmentor.co.uk or by post to:
Managing Director (Julie Thompson), Digital Marketing Mentor, 2nd Floor, 9, High Street, Lutterworth, Leicestershire, LE17 4AT

Quality Improvement

Our apprenticeship provision is subject to external inspection by Ofsted. Inspections monitor the quality of training in all occupational areas. The Education and Skills Funding Agency also undertake regular audits to ensure Government money is being spent in accordance to the guidelines set.

As an employer we would ask that you:

- Provide us with feedback on the quality of our training programmes. Your views and comments are invaluable to us to ensure continuous improvement.

- Allow Digital Marketing Mentor to carry out observations of teaching, learning and assessment. Sometimes we may need to visit your workplace to do this, however, we would always contact you prior to this taking place to gain your permission.
- Take part in discussions with Inspectors during inspections when required.
- Allow Inspectors to take part in discussions with your apprentice during the inspection process

Key Contacts:

- 📧 Digital Marketing Mentor head office: 0116 216 6620
enquiries@digitalmarketingmentor.co.uk
- 📧 Julie Thompson (Managing Director and Safeguarding Manager)
julie@digitalmarketingmentor.co.uk
- 📧 Alison Whatsize (Quality Director and Assistant Safeguarding Manager)
alison@digitalmarketingmentor.co.uk
- 📧 Jane Wright (Compliance and Office Manager)
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