



Learner Apprenticeship Handbook



Welcome to Digital Marketing Mentor

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

Digital Marketing Mentor is approved by the ESFA as a Main Provider to deliver high quality apprenticeships to levy 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 and develop the behaviours required to help support sustainable employment and growth opportunities within this industry.

We offer you a range of apprenticeship standards at Levels 3 and 4 in a variety of digital marketing disciplines. These can be delivered in a distance supported learning format, using web-based conferencing. Our highly experienced teaching mentors are talented practitioners in their field, enabling them to share with you up to date and current information as well as best practice case studies to support your learning and development in the workplace. At the end of your apprenticeship programme you will be formally assessed by an agreed independent end point assessment organisation (EPAO).

Your teaching 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 your 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.

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 a bespoke teaching and learning programme, offer more accurate information, support and guidance and set realistic but challenging goals that meet your apprenticeship standard that are relevant to your job role and your employer's priorities.

Study day - 20% Off the job training

All apprenticeship programmes must include 20% of your working hours completing off the job training. The exact number of off the job hours is calculated based on your contracted employment hours across your whole apprenticeship – usually equivalent to around one day



per working week. You will be required to complete a record within your e-portfolio of your off the job training content and duration throughout your apprenticeship programme.

What counts as off the job training?

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

Functional Skills requirements

At the beginning of your programme, an initial and diagnostic assessment of your standard of English & Maths will be carried out using our eLearning tool "BKSB". This will create a bespoke individual learning plan designed to enable you to achieve the required level 2 in these functional skills before the end of your apprenticeship and prior to going through end point assessment. Where you are required to achieve functional skills qualifications, you will be provided with a specialist English/Math's tutor to support you.

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 when you enroll onto your apprenticeship programme. However, whether or not you are you are required to take functional skills exams, we will always support your ongoing development of English and Maths as part of your apprenticeship and enable you to refresh any areas your diagnostic assessment has indicated you may have a skills fade.

Additional learning support

If you have any additional learning requirements please ensure that you discuss these with your mentor to allow us to work with you to provide any required additional support to ensure you are able to reach your full potential and achieve your apprenticeship standard.

Induction/Apprenticeship Start Up Meeting

You and your employer will be provided with a full induction to your apprenticeship programme. This will initially form part of your Apprentice Start Up Meeting (ASM) where your teaching mentor will provide a detailed overview of the apprenticeship standard and end point assessment (EPA), They will also provide a detailed skills scan for completion, discuss the results of your English and Maths assessment and work with you and your employer to create and agree your bespoke individual learning plan (ILP). Your ILP will capture the detail of your training programme month by month including the agreed on and off the job training, when you will reach key milestones and how to go about achieving them.



The ASM includes completion of the commitment statement allowing you and your employer to understand the detail of your programme and end point assessment (EPA), what is expected of you and your employer and what you can expect from Digital Marketing Mentor.

Teaching & Learning

Your teaching mentor will provide agreed teaching and learning sessions to support the development of your knowledge, skills and behaviours enabling you (with your employer's support and guidance) to become highly competent in your job role - as set out in the apprenticeship standard. Sessions will be delivered remotely via web conferencing, as discussed and agreed with your employer and will take place approximately 2-3 times per month. You will also be provided with set tasks and work for completion as part of your off the job training and you will receive regular feedback so that you know what you need to do to make progress.

We will work closely with you and your employer to set clear individual objectives, goals and provide you with mock assessments to ensure you are ready to take your end point assessment. You will work through your flexible, bespoke individual learning plan in agreement with your employer and teaching mentor. This will enable you to maintain progress against your apprenticeship standard whilst supporting employer priorities in the workplace.

In addition to your planned teaching and learning programme, DMM also provides regular seminars delivered through web conferencing across a variety of topics, they are group sessions open to all learners where relevant and provide you with the opportunity to interact with other apprentices who may be enrolled on a similar apprenticeship standard but working in a completely different context to yourself. E.g., learners enrolled on Junior Content Producer but working in either the NHS, large corporate organisations or small employers. Our seminars also include topics to support personal development and wellbeing.

Gateway

Once you have completed your training programme and achieved any mandatory qualifications, your teaching mentor and employer will agree when you are ready to take the end point assessment (EPA), this is usually in the last three months of the apprenticeship programme but depends upon each individual apprenticeship standard. Your teaching mentor will make arrangements for EPA with the agreed EPA organisation following their required procedure.

End Point Assessment (EPA)

The EPA requirements are individual to each apprenticeship standard and are set out in the assessment plan within each standard. Depending on the level and design of the assessment plan, 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



- Set test
- Professional discussion/Interview/Question & Answer

Pass grades are Pass, Merit or Distinction (depending upon the standard) and the minimum required grade must be reached, otherwise a re sit will be arranged at an additional cost.

Quals Direct

Quals Direct is our e-portfolio system which records and stores your learning journey; you will be provided with an account which your employer will also be able to access. Training and guidance for using this e-portfolio system will be provided during your induction period. Each time any teaching, learning or assessment takes place, your teaching mentor will document in your e-portfolio what has been delivered or assessed and where relevant will upload the link to any recorded teaching sessions. Resources relevant to your individual learning plan and apprenticeship standard will be provided to you through Quals Direct. You will be required to upload any assignments or tasks to the system so that your teaching mentor can review/mark and provide you with constructive feedback allowing you to develop and build your portfolio of learning.

Progress Reviews

Progress reviews are an important aspect of your programme and will take place every 12 weeks from your start date. A progress review is a meeting with yourself, your employer and teaching mentor, they are a formal and documented review of the apprenticeship work you have undertaken and your progress being made against agreed targets. It is important for your employer to also attend these review meetings as they include a discussion about your current work priorities and projects to ensure the apprenticeship training programme remains relevant to your job role and business priorities; your ILP can be adjusted at these meetings if required. Where your ILP is adjusted the new version is uploaded to Quals Direct by your mentor. Throughout your programme progress reviews are also an opportunity to discuss and agree any additional learning and support requirements where necessary. Your functional skills progress will be monitored, documented and supported as well as any personal development targets that have been identified and agreed.

Along with your teaching mentor and employer, you will agree the targets that are to be achieved by the time of the next formal progress review.

Completion, Progression & Certification

On successful completion of your apprenticeship standard, you will receive your course completion certificate from the Institute for Apprenticeships.

Advice & guidance is provided throughout your apprenticeship programme however upon completion an exit meeting will take place where your teaching mentor will discuss with you and your employer possible progression steps, e.g., higher-level qualifications and/or apprenticeship standards as well as potential opportunities for internal promotion.

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 and experienced teaching 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, progress reviews, emails as well as phone communications.
- 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 completion of satisfaction surveys.
- 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
 - 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's 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 – 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:

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 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:

- Julie Thompson (Managing Director and Safeguarding Manager)
julie@digitalmarketingmentor.co.uk
- Alison Whatsize (Quality Director and Assistant Safeguarding Manager)
alison@digitalmarketingmentor.co.uk
- Head office: 0116 216 6620

Prevent Duty

The **Prevent duty** is the duty in the Counterterrorism 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



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



Stage 1 - In the first instance, raise your concerns with your dedicated teaching mentor. If you are unable to resolve the issues raised, complaints may be put in writing following the process below:

Stage 2 – Formal complaints should be submitted in writing, via a letter or email.
The complaint should be sent to:

Email enquiries@digitalmarketingmentor.co.uk

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 should be received within 10 working days. In exceptional circumstances it may be longer however the complainant 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 the complainant is not satisfied with the outcome of Stage 2, they have the option of writing to the Managing Director, stating the reason why they are dissatisfied with the outcome, again normally within 10 working days of receiving written notification of the outcome of Stage 2.

FAO Julie Thompson – Managing Director
Email julie@digitalmarketingmentor.co.uk

2nd Floor
9 High Street
Lutterworth
Leicestershire
LE17 4AT

Key Contact Information



Mentor (add when appointed)		
Support	enquiries@digitalmarketingmentor.co.uk	0116 216 6620
Safeguarding	julie@digitalmarketingmentor.co.uk alison@digitalmarketingmentor.co.uk	0116 216 6620

Our detailed policies can be found on our website:

Please take time to familiarise yourself with these.

I have read and understood the content of this booklet.

Signed

Date