



A complete guide to

# End-Point Assessment

Operations/Department Manager (Level 5)

## This guide is for:

**Employers**

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**Apprentices**

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**Apprenticeship Training Providers**

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The purpose of this guide is to assist key stakeholders to understand the requirements of End-Point Assessment (EPA) and explains the processes and support when using The Chartered Institute of Marketing (CIM) as the End-Point Assessment Organisation (EPAO).

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# 1. The Chartered Institute of Marketing End-Point Assessment Organisation

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The Chartered Institute of Marketing (CIM) is approved by the Education Skills Funding Agency (ESFA) as an End-Point Assessment Organisation (EPAO) for the Operations/Departmental Manager L5 Apprenticeship Standard.

CIM offer an End-Point Assessment (EPA) service allowing Apprentices to take their EPAs at any time provided their Employer has confirmed that the Apprentice is ready for EPA, and a CIM Independent Assessor (IA) has confirmed the Apprentice has met the Gateway requirements.

## 2. Why choose CIM as your EPAO?

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As the world's leading professional marketing body, Employers, Apprentices and Apprenticeship Training Providers can be confident in the high standard of the CIM EPA service.

- Excellence in customer service and support during registration and all stages of the EPA.
- Access to CIM's EPA Toolkit via the Knowledge Base on ACE360 with a range of templates to help prepare Apprentices for their EPA and maximise their chances of success.

## 3. The Operations/Departmental Manager Apprenticeship Assessment Methods

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Each Apprenticeship Standard has a stipulated Assessment Plan that is designed to assess that the Apprentice has achieved the knowledge, skills and behaviours as defined by the Apprenticeship Standards.

EPA for the Operations/Departmental Manager Apprenticeship is undertaken over a maximum period of 5 months to cover the assessment methods that are shown below. The Project Proposal topic/title must be agreed by both the EPAO and the Apprentice's employer prior to commencement.

### **Operations/Departmental Manager Assessment Methods**

**Project Proposal, Presentation with Questioning**

**Professional Discussion - supported by a Portfolio of Evidence**

**Grading – Fail, Pass, Distinction**

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## 4. CIM support for End-Point Assessment

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CIM has developed a range of support for Apprentices to help prepare for EPA. Toolkits are made available to Training Providers to forward to their Apprentices upon registration for EPA via the Knowledge Base on ACE360.

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### Gateway

Gateway Form

Project Proposal Summary Template

Project Proposal Summary Guidance

Portfolio of Evidence Template



### End-Point Assessment

Project Proposal Template

Project Proposal Presentation, Q&A Guidance

Presentation Template



### Sample Q's

Professional Discussion

## 5. The Apprenticeship Journey

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The Journey: The Operations/Departmental Manager Apprenticeship is in three phases:

This guide will outline the requirements and process related to each of the above stages and the support offered by CIM. However, it is strongly recommended that Employers, Apprentices and Apprenticeship Training Providers also refer to the full assessment plans held on the Institute for Apprenticeships and Technical Education website.



## 6. The End Point Assessment Process – EPA period is 5 months from Gateway approval

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### 6 a – Registration Process:

Registration for EPA: Registration for EPA is via the ACE360 Apprenticeship system portal. To gain access to ACE360 please contact [support@ace360.org](mailto:support@ace360.org) who will set up an account. For existing users of ACE360 you will be able to locate CIM as the EPAO on the system. CIM encourage Employers to register their Apprentices for EPA with CIM at an early stage of the Apprenticeship programme in order to access the CIM Toolkit. This contains resources that will support the Apprentice through Gateway and preparation for EPA. An EPA contract will be signed by all parties. At the point of registration, £30 will be payable, with a further payment of 30% once a Gateway booking has been confirmed and the remaining payment made upon completion of EPA.

To support the timely end point assessment activities and in line with the ESFA rules, we request Apprentice registration to be a minimum of 6 months prior to the expected gateway date.

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### 6 b – Gateway Submission:

At the point where the Apprentice and their Employer feels that the Apprentice is working consistently at or above the requirements of the Apprenticeship Standards and have met the prerequisite requirement of having achieved a Level 2 qualification in Maths and English, the Apprenticeship Training Provider will then be required to upload all the necessary documents for Gateway.

#### ***The following documents must be submitted at Gateway via ACE360:***

- CIM Gateway Form
- Portfolio of Evidence
- Evidence of Level 2 Maths and English (e.g. certificates of achievement) or where an education, health and care plan or legacy statement is in place evidence of the Entry Level 3 English and Maths, and BSL Sign Language qualification as an alternative to English qualifications for whom this is their primary language.
- Project Proposal Summary.

#### Gateway Approval:

- CIM provides a notification of acceptance for the Apprentice to proceed to EPA within seven working days of submission, provided that the Project Proposal summary has been approved by the Independent Assessor.
- Confirmation of Gateway approval will also act as notification of the start of the EPA period. EPA must be completed within a maximum of 5 months from date of this

confirmation. This includes the 12 weeks the Apprentice must complete the Project Proposal.

- The EPA dates will be recorded on the Project Proposal Summary Review Form and will be uploaded to the Apprentice record on ACE360 for the Apprenticeship Training Provider to access.
- Throughout the training phase, Apprentices will keep a portfolio of their work in relation to the standards and assessment criteria and their application of the required knowledge, skills and behaviour. This Portfolio will be used to support the Professional Discussion, but it will not be assessed or graded as part of the EPA. The Apprentice must provide sufficient evidence within their Portfolio to satisfy all of the assessment criteria linked to the Professional Discussion.

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## 6 c – Assessments



### Project Proposal

The Project Proposal will be agreed between the Employer and the Apprentice prior to Gateway period. Apprenticeship Training Providers will support Employers and Apprentices in selecting an appropriate Project Proposal. Apprentices should:

- Complete their Project Proposal using the CIM template, within 12 weeks of notification of the start of the EPA process (i.e. Gateway approval).
- Submit their Project Proposal to CIM no later than 12 weeks from Gateway approval.
- Submit the Presentation to CIM no later than 12 weeks from Gateway approval.
- Use the CIM Project Proposal template as a framework to ensure the project includes evidence of how the KSBs have been applied with real customers in a work-based context.
- Not exceed 4,000 words (+/- 10 %), including annexes and references

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### Presentation

The Presentation with Q&A will take place with a CIM Independent Assessor 14-16 weeks after Gateway approval. The Independent Assessor should receive a copy of the Presentation and the Project Proposal no later than 12 weeks following Gateway approval. CIM will provide a PowerPoint template for the Presentation, or the Apprentice may use their own house-style template. The Apprentice may select the most appropriate delivery aids and methods for their Presentation and adapt this format to make use of other Presentation aids such as flip charts, video clips etc.

The Presentation may also include reference to physical material or digital content. Where physical material or digital content is referenced, copies of this must be provided to the Independent Assessor at least 2 weeks prior to the Presentation date.

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### Professional Discussion

The Apprentice will undertake a Professional Discussion which will be supported by the Portfolio of Evidence submitted to CIM at Gateway. This will be conducted using video-conferencing technology unless otherwise agreed by the CIM.

The Professional Discussion follows immediately after the Presentation/Q&A.

The purpose of the Professional Discussion is to:

- Explore specific aspects of the Apprentice’s work, including how it is carried out.
- Enable the Apprentice to talk through their learning on aspects of their work, allowing the Independent Assessor to question them on this.
- Provide sufficient and reliable evidence for the Independent Assessor to assess and grade the Apprentice.

The duration of the Professional Discussion will be 60 minutes (+10% at the discretion of the Independent Assessor).

Please note that the Professional Discussion will be recorded for assessment quality assurance purposes.

***See separate guidance on ACE360 for further detail on all the assessment requirements***

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### 6 d – Grading

Following completion of all elements of EPA, the CIM Independent Assessor will then provide an overall grade for the Apprenticeship, based on the Apprentice’s performance in the two EPA components and using the grading guidance within the Apprenticeship Standard End-Point Assessment Plan and Grading Sheet developed by CIM.

There are three possible grades for the Apprenticeship:

- Fail
- Pass
- Distinction

| <b>Apprenticeship Standard Grading Rules – Operations/Departmental Manager L5</b> |                                |                      |
|---|--------------------------------|----------------------|
| <b>Project Proposal, Presentation, and Q&amp;A</b>                                | <b>Professional Discussion</b> | <b>Overall Grade</b> |
| A fail in one or more assessment method   |                                | <b>Fail</b>          |
| Pass  | Pass                           | <b>Pass</b>          |
| Distinction   | Pass                           | <b>Pass</b>          |
| Pass  | Distinction                    | <b>Pass</b>          |
| Distinction   | Distinction                    | <b>Distinction</b>   |

A pass demonstrates that the Apprentice is competent in all criteria of the Apprenticeship Standard. Grading is calculated as per the following table:

To achieve a pass all pass criteria must be met. To achieve a distinction, all of the KSBs within each assessment method must be demonstrated at distinction level.

All judgements made by the Independent Assessor will be moderated in accordance with the CIM's Internal Quality Assurance Strategy before the Apprentice is notified of the outcome.

## 7. Results and Feedback

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Results and feedback for each element of the EPA will be made available to the Apprentice, Employer and Apprenticeship Training Provider ten working days from the date of the last EPA element, following internal quality assurance and moderation.

Final overall results, grading and the mark sheets for each element of the EPA, which will include feedback for the Apprenticeship, will be made available ten working days from the date of the last EPA element.

CIM will notify the Education and Skills Funding Agency (ESFA) of the outcome to enable CIM to claim the Apprentice's certificate.

## 8. Resits/Retakes

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Apprentices who fail one or more EPA method will be offered the opportunity to take a re-sit/retake. Re-sits/re-takes must not be offered to Apprentices wishing to move from pass to distinction. A re-sit does not require further learning, whereas a re-take does. The Apprentice's employer will need to agree that a re-sit/re-take is an appropriate course of action. Apprentices should have a supportive action plan to prepare for the re-sit/re-take. An individual EPA method re-sit must be taken within a 3-month period and a retake must be taken within a 6-month period otherwise the entire EPA must be resat/retaken.

The maximum grade awarded to a re-sit/re-take will be pass, unless the EPAO identifies exceptional circumstances accounting for the original fail. Independent Assessors must ensure that Apprentice answer different questions during their professional discussion, and deliver a presentation based on a different brief when taking a re-sit/retake. If the Apprentice fails the project assessment method, they will be required to amend the project output in line with the Independent Assessor's feedback. The Apprentice will be given 4 weeks to rework and submit the amended report. Any appeals in relation to the outcome of the EPA will be managed by the Apprentice's EPAO whose decision is final.

CIM require a minimum of ten working days' notice for any resit/re-take booking.

The resits/retakes assessment costs and policy is available on the Knowledge Base section of ACE360.

## 9. Reasonable Adjustments

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Reasonable Adjustments are adjustments that are made to the method of assessment for an Apprenticeship Standard to enable disabled or disadvantaged Apprentices to demonstrate their knowledge, skills and behaviours to the level required by the specification for that Apprenticeship Standard.

CIM Reasonable Adjustments Policy will apply to any EPA and requests for Reasonable Adjustments must be made at Gateway. The policy is available from the Knowledge Base section on ACE360.

## 10. Special Consideration

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Special consideration may be applied for in cases where the Apprentice has been fully prepared for the End-Point Assessment but their performance or attendance on the day of the End-Point Assessment has been affected by factors beyond their control, such as ill health, an accident or a family crisis that is likely to have had an impact on the Apprentice's performance.

Special consideration is given to an Apprentice relating to events which occur just before, or on the assessment day or the date for submission of an End-Point Assessment. CIM End-Point Assessment Organisation (EPAO) aligns its Special Consideration Policy with regulatory requirements.

- If the Apprentice wishes to apply for a Special Consideration, they should refer to the Special Consideration policy and claim form available from [apprenticeships@cim.co.uk](mailto:apprenticeships@cim.co.uk) and is available on the Knowledge Base section on ACE360.

## 11. Withdrawal of an Apprentice

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Should an Apprentice withdraw from their programme or fail to complete or wishes to take a break and resume the Apprenticeship at a later stage, the Employer must inform CIM, their Apprenticeship Training Provider and the Education and Skills Funding Agency.

Depending on the point of withdrawal, there may be some costs incurred for assessments already taken.

Before changing the status of the Apprentice on ACE360 please could you inform CIM of any Apprentices who are withdrawing by emailing us at [apprenticeships@cim.co.uk](mailto:apprenticeships@cim.co.uk)

## 12. Complaints and Appeals

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### **Appeals**

If the Apprentice or the Employer wishes to appeal any assessment decision, they should refer to CIM's Appeals Policy (Apprenticeships). This is available from the Knowledge Base section on ACE360.

### **Complaints**

Any Apprentice or Employer who wishes to complain about any aspect of the End-Point Assessment process other than an assessment decision, should email details of their complaint to [apprenticeships@cim.co.uk](mailto:apprenticeships@cim.co.uk)

The complaints policy is available on the Knowledge Base section on ACE360.