



A complete guide to
End-Point Assessment
Multi-Channel Marketer (Level 3)

This guide is for:

Employers

Apprentices

Apprenticeship Training Providers

The purpose of this guide is to assist key stakeholders to understand the requirements of End-Point Assessment (EPA) and outlines 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

The Chartered Institute of Marketing (CIM) is approved by the Education Skills Funding Agency (ESFA) as an End-Point Assessment Organisation (EPAO) for the Multi- Channel Marketer Level 3 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?

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 Multi-Channel Marketer Apprenticeship Assessment Methods

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 Multi-Channel Marketer Apprenticeship is undertaken over a maximum period of 5 months to cover the assessment methods that are shown below. The project scope must be agreed by both the EPAO and the Apprentices employers prior to commencement.

Multi-Channel Marketer Assessment Methods

Project report with Presentation and Questioning

Interview underpinned by a Portfolio of Evidence

Overall Grading – Fail, Pass, Merit, Distinction

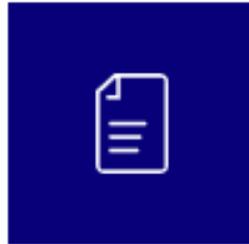
4. CIM support for End-Point Assessment

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.



Gateway

Gateway Form
Project scoping document
Portfolio of Evidence Template
Guidance on how to write/complete



End-Point Assessment

Project, Presentation and questioning guidance -Presentation template, Project Report template, Guidance.
Interview- supported by a portfolio of evidence.



Sample Q's

Interview
Q&A

5. The Apprenticeship Journey

The Journey: The Multi- channel Marketer 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

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 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.

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:

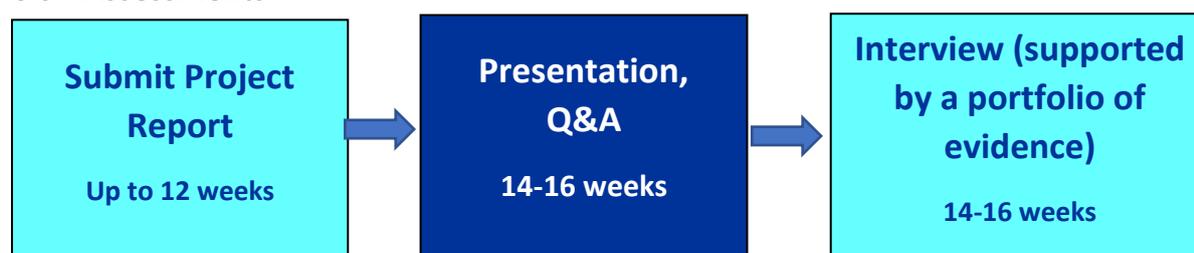
- CIM Gateway Form
- Portfolio of Evidence
- Evidence of Level 2 Maths and English (e.g. certificates of achievement) or where an education, health and care plan or legacy statement is in place evidence of the Entry Level 3 English and Maths.
- Project scoping document

Gateway Approval:

- CIM provides a notification of acceptance for the Apprentice to proceed to EPA within seven working days of submission.
- 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 the date of this confirmation.
- The EPA dates will be recorded on the Project Scoping 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 interview 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.

6 c – Assessments



Project report

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

- Complete their project report using the CIM project report template and submit to CIM no later than 12 weeks from Gateway approval.
- Use the CIM Project scoping document template as a framework to ensure the project allows the apprentice to meet the KSB's linked to this assessment method.
- Not exceed 2,500 words (+/- 10 %), not including annexes and references.

Presentation with questions

- The Presentation with questions 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 report 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.
- The presentation and questions must last 45 mins, which typically includes a presentation of 20 minutes and questioning of 25 minutes. The independent assessor can increase the total time of the presentation and questioning by up to 10%.
- The Independent Assessor will ask a minimum of 6 questions.

Interview

The Apprentice will undertake an interview 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 interview will take place with a CIM independent assessor 14-16 weeks after gateway approval.

The interview follows immediately after the Presentation/Q&A.

The purpose of the interview is to:

- Enable the apprentice to demonstrate competence in the knowledge, skills and behaviours mapped to this assessment method.
- Provide sufficient and reliable evidence for the Independent Assessor to assess and grade the Apprentice.

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

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

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

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 four possible grades for the Apprenticeship:

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

| Apprenticeship Standard Grading Rules – Multi Channel Marketer | | |
|--|--|--------------------|
| Project report with Presentation, and questioning | Interview underpinned by portfolio of evidence | Overall Grade |
| A fail in one or more assessment method | | Fail |
| Pass | Pass | Pass |
| Pass | Distinction | Merit |
| Distinction | Pass | Merit |
| Distinction | Distinction | Distinction |

To achieve a pass all pass criteria must be met. To achieve a merit, a distinction must be demonstrated in one of the assessment methods and a pass in the other. 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

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

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.

The employer and EPAO agree the timescale for a re-sit or a re-take. A re-sit is typically within 2 months of the outcome notification. A re-take is dependent on how much re-training is required and is typically taken within 3 months of the EPA outcome notification.

Failed assessment methods must be re-sat or re-taken within a 6-month period from the EPA outcome notification, otherwise the entire EPA will need to be re-sat or re-taken in full.

If the apprentice fails the project assessment method, they must 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.

The maximum grade awarded to a re-sit/re-take will be a pass, unless the EPAO identifies exceptional circumstances accounting for the original fail.

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.