Date:

Dear

Re: Information, advice and guidance related to Apprenticeships

Following our recent discussion, during which we explored apprenticeship opportunities, I have distilled the key points from our conversation.

Your expressed interest lies in the apprenticeship program for Multi-Channel Marketer Level 3, offered by Get SET Academy, which you have identified as your preferred training provider. This type of apprenticeship entails a combination of employment and a structured training curriculum.

Specifically, the Multi-Channel Marketer apprenticeship is an 18-23 months programme and encompasses the development of Knowledge, Skills, and Behaviours. The knowledge-focused aspect of the program includes comprehensive coverage of the following modules:

1. Marketing methods, principles, and practices.
2. Business and organisation.
3. Research, analysis and legislation.
4. Content, copywriting, and communication.
5. Customer experience and the customer journey.
6. Campaign implementation and management.

You will be provided with all your learning materials. You generate and retain evidence within this learning portal for Knowledge, Skills and Behaviours as advised by your tutor.

Once you have completed all your learning and development activities as mentioned above you will go through a gateway stage. This is where the employer and your tutor ensure that you have completed everything, they will take you through a mock interview and observation to ensure that you are ready for the end point assessment which will be carried out by an independent End Point awarding organisation.

End point assessment:
You will need to demonstrate competency and be graded against Fail/Pass/Merit/Distinction criteria through:

- **Project report with presentation and questioning -** The apprentice must submit the following supporting material: project scoping document requirements. To ensure the project allows the apprentice to meet the Knowledge, Skills & Behaviours (KSBs) mapped to this assessment method to the highest available grade, the End Point assessment Organisation (EPAO) should sign-off the project's title and scope at the gateway to confirm it is suitable. A brief project summary must be submitted to the EPAO. It should be no more than 500 words. This needs to show that the project will provide the opportunity for the apprentice to cover the KSBs mapped to this assessment method.
- **Interview underpinned by portfolio of evidence** - The apprentice must submit a portfolio of evidence. The apprentice must compile a portfolio of evidence during the on-programme period of the apprenticeship. It should only contain evidence related to the KSBs that will be assessed by this assessment method. It will typically contain 12 discrete pieces of evidence. Evidence must be mapped against the KSBs. Evidence may be used to demonstrate more than one KSB; a qualitative as opposed to quantitative approach is suggested.

Prior to the start of the apprenticeship, you as the apprentice will undertake initial assessments to identify your starting point, they will include:

- A vocational skill scan related to the apprenticeship standards. This will help to identify any skills or knowledge that you already have and indicate a starting point.
- An Initial assessment for Maths and English.
- Cognassist – to identify additional learning support if required.

We informed you about the minimum 20% off the job (6 hrs per week if working more than 30 hrs per week), this means that all your apprenticeship activities will be completed during working hours. You will need to maintain a log of these activities for audit purposes. You do not financially contribute towards the apprenticeship.

As an employee, your employer will need to agree an Apprenticeship Agreement with you, and we will complete a training plan (your individual learning plan) which you the employer and GSA must agree and sign. This includes all the learning that you will go through and the support you will receive from GSA. We will also include what off the job activities you will undertake and how GSA will support you.

You will be on their payroll and supported for the duration of your apprenticeship. The employer will also allow for off the job learning which was also explained. There is no financial contribution from you. The duration of the apprenticeship programme will vary depending on how many hours worked and the minimum time required to complete.

We also require your permission to access your personal learning records, allowing us to gain insights into your educational qualifications and progress.

Please confirm you have read and understood all the above information and confirm giving us permission to access your personal learning records.

If you have any questions, please do not hesitate to call me.

Yours sincerely

Moosa Chohan