

Digital Marketer Degree Apprenticeship

Line Manager and Mentor Training
Sept 2023



★ RATE MY APPRENTICESHIP
AWARD
2023-2024



Ofsted
Outstanding
Provider



MULTICULTURAL
APPRENTICESHIP
AWARDS 2022
a Pathway Group initiative

This session will be recorded

Agenda

- Introductions
- The Apprenticeship Standard
- Programme structure
- Manager's role
- Reviews and e-Portfolio
- Off-the-job requirement
- Confidentiality
- Communication



Welcome: DMDA Programme Team



**Interim Programme
Leader (Mat Cover)**
Allie Johns
A.Johns@mmu.ac.uk



Skills Coach:
Tom Latimer
T.Latimer@mmu.ac.uk



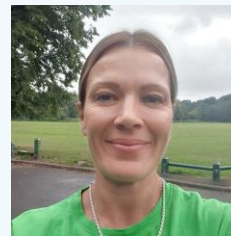
Programme Manager:
Jess East
J.East@mmu.ac.uk



Skills Coach:
Tracy Thomson
t.thomson@mmu.ac.uk



**Apprenticeship
Development Advisor**
Alex Barker
A.Barker@mmu.ac.uk



Skills Coach:
Ellie Cresswell
e.cresswell@mmu.ac.uk

WELCOME TO MANCHESTER MET

- One of the largest, most popular and diverse universities in the UK, with over 40,000 students and 5,000 staff
- Ranked as one of the UK's greenest universities
- One of the largest providers of degree apprenticeships in the UK
- Degree apprenticeships align with the [University's strategic aims](#) – 'Road to 2030'



SPECIALIST UNIVERSITY FOR DEGREE APPRENTICESHIPS

- Rated an ‘Excellent’ training provider by employers ([gov.uk](https://www.gov.uk))
- 83% overall achievement, even in the pandemic, 92% merits and distinctions
- 90% NSS, 100% above benchmark on TEF
- First university to be awarded Outstanding by Ofsted on their new Education Inspection framework – Nov 2022
- University Provider of the Year – Multicultural Apprenticeship Awards 2022
- Global interest, advising other countries including New Zealand, Spain, Canada and Australia



*Digital degree apprentices at York University,
Toronto, with Jane Goodyer, Dean of Lassonde
School of Engineering*

WHERE IT ALL BEGAN

2014

- Digital Economy Minister launched degree apprenticeships
- Digital and Tech Solutions Trailblazer Group formed by the Tech Partnership. Manchester Met was a founder member
- Manchester Met: 40 level 3 Legal Services Apprenticeships and level 5 Chemical Science
- Engaging with approx. 12 employers
- Started apprenticeship open evenings



2015

- 60 Digital and Technology degree apprentices
- Engaging with 22 employers



WHAT OUR APPRENTICES ARE ACHIEVING

- 40% of Manchester Met apprentices are the first in their family to go to university
- 34% of current Manchester Met STEM apprentices are women, compared to national average of 22% reported by the Office for Students (2020)
- 110+ of our apprentices have been recognised at regional or national awards
- Degree Apprenticeship success rate at Manchester Met is 83% which is significantly higher than the national average of 64% (DfE) (2021)



Rudy De-Beck Nkansah-Adjei
Odeon Cinemas Group Ltd
BAME Apprentice of the Year '21



Abby Whitnall, GSK
Chemical Sciences Apprentice of
the Year 2022

WHAT OUR APPRENTICES ARE ACHIEVING

- **Pay rises and promotions** | Our exit surveys reveal that 78.3% of Manchester Met Degree Apprentices received a pay-rise and 64.2% received a promotion during their apprenticeship.
- **Outcomes** | Employers say that Degree Apprenticeships help them to grow talent, reduce skills shortages, bring in new knowledge, innovate and deliver important projects, improve productivity and encourage career progression.
- **Achievements** | All our first Digital Marketer graduates (July 2023) achieved a Distinction or Merit in their end point assessment and 1st or 2.1 in the Degree



Howard Jackson, IBM
Rising Star, National
Apprenticeship Awards 2021



Estelle Le Galliot, NHS
BBC Making a Difference Awards
2022 for work with cancer

OFSTED OUTSTANDING 2022

FOR DEGREE APPRENTICESHIPS

We have received two consecutive overall Ofsted **Outstanding** ratings (the first, in 2018, under the previous framework).

Highlights include:

- ★ Quality of **teaching** and **academic support**
- ★ The **inclusive** and **respectful** learning environment
- ★ Highly effective **careers advice** and guidance



[WATCH THE VIDEO](#)

[READ THE REPORT](#)



This rating clearly demonstrates that we deliver programmes of exceptional quality at scale. Our apprenticeships are designed in close partnership with employers. This ensures they meet their workforce needs, while developing every student to achieve their potential and advance in their career of choice.



THIS COHORT'S EMPLOYERS



Mercedes-Benz



STOCKPORT
METROPOLITAN BOROUGH COUNCIL



Stockport

NHS Foundation Trust

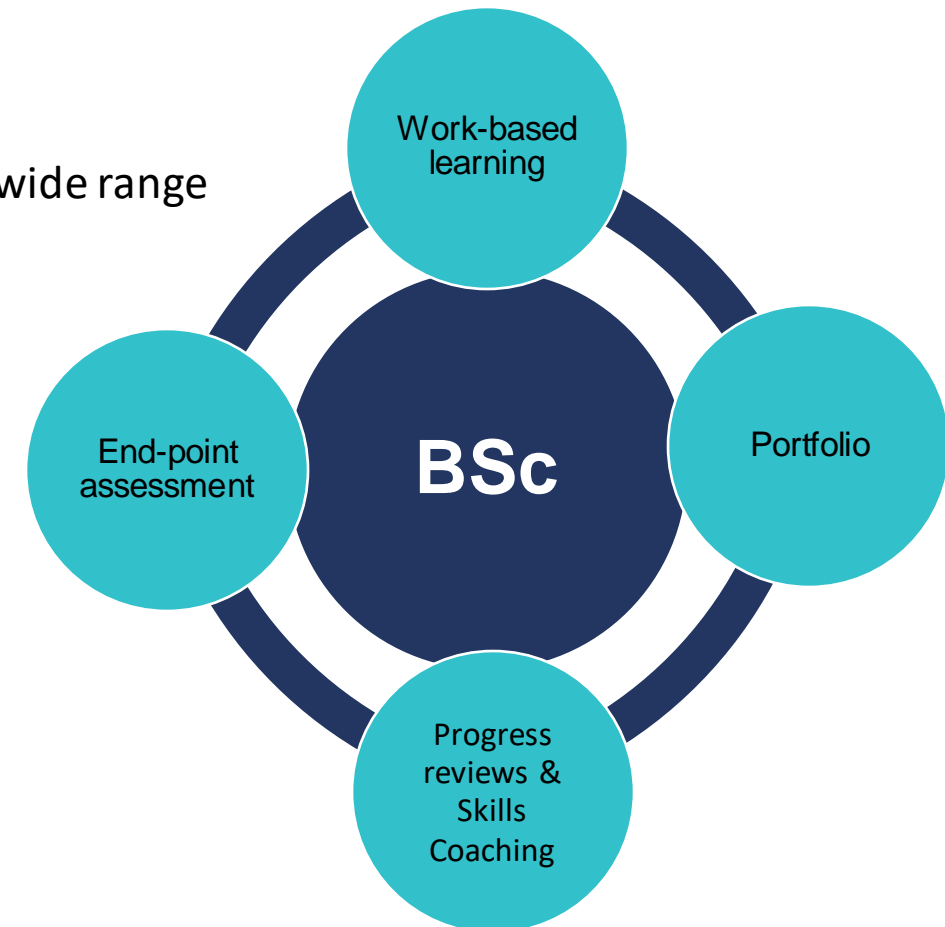


Digital Marketer

Developing confident and creative digital marketing professionals equipped for a rapidly changing digital world

Digital Marketer Degree Apprenticeship

- Develops the knowledge, skills and behaviours to support a wide range of digital marketing and comms roles
- Builds upon Apprenticeship Standard
- Latest academic theory and dynamic curriculum
- Fully-accredited degree
 - 4 years part-time
 - BSc (Hons) Digital Marketing
- Format
 - 20 taught units, all core
 - Final Synoptic project and portfolio



Apprenticeship Standard

As a line manager, it is crucial that you are aware of the **knowledge, skills and behaviours** within the apprenticeship standard and support your apprentice to develop in these areas.

This can involve creating opportunities for them to grow in these areas or helping them to recognise what they are doing in the workplace correlates to a knowledge, skills or behaviour.

Become familiar with the Digital Marketer Degree apprenticeship standard

- [dmda_apprenticeship_standard.pdf\(mmu.ac.uk\)](https://www.mmu.ac.uk/dmda-apprenticeship-standard.pdf)

Academic Programme

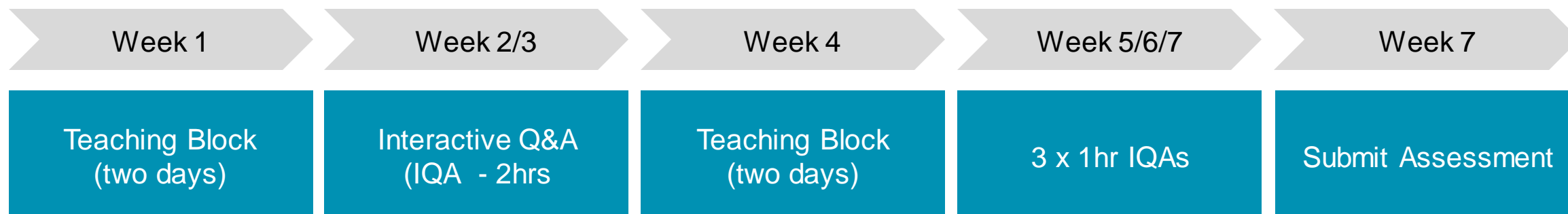
DELIVERY MODEL

Unit begins:

- Two full days university attendance at the start of the unit

Three or four weeks later

- Two full days on the month crossover
- Six hours of interactive Q&A webinar support
- Submit assessment at week 7 *unless this falls in Christmas or Easter breaks



PROGRAMME STRUCTURE 23/24

- All units are core to the programme
- There are no options
- 1 x assignment submission per unit (except EPA)

Year 1	Year 2	Year 3	Year 4
L4 Unit 1 POD1M	L4 Unit 7 POEC	L5 Unit 5 MDB	L6 Unit 3 DBMD
L4 Unit 2 PE	L4 Unit 8 UCE	L5 Unit 6 CTM	L6 Unit 4 DCCM
L4 Unit 3 ITDC	L5 Unit 1 DHA	L5 Unit 7 MPDM	L6 EPA
L4 Unit 4 ITDMA	L5 Unit 2 AA	L5 Unit 8 CVM	
L4 Unit 5 PCP	L5 Unit 3 MSMP	L6 Unit 1 DVPD	
L4 Unit 6 IUX	L5 Unit 4 KIDE	L6 Unit 2 DCS	

YEAR 1 (LEVEL 4)

Principles of Digital-First Marketing

- Introduces key digital marketing principles, and explores these in relation to the digital marketing customer interface

Platform Essentials

- Explores significant developments in contemporary digital and social media platforms

Platform and Channel Practice

- Expands knowledge in digital and social media platforms to produce simple campaigns using industry standard skills and techniques

Year 1

L4 Unit 1

L4 Unit 2

L4 Unit 3

YEAR 1 (LEVEL 4)

Introduction to Digital Comms

- Introduces key digital comms principles, techniques and measures in relation to digital comms practice

Introduction to Digital Marketing Analytics

- Introduces digital marketing analytics and the techniques used to evaluate digital campaign activities

Introduction to UX

- Introduce the principles of the user's digital experience and application within digital marketing

Year 1

L4 Unit 4

L4 Unit 5

L4 Unit 6

YEAR 2 (LEVEL 4/5)

Principles of E-Commerce

- Develops understanding of the main principles of e-commerce and their application

Understanding Customer Engagement

- Develops understanding of the fundamental areas of customer engagement and personalisation for engagement

Digital and Human Audiences

- Develops understanding of the unique nature and qualities of digital customers and target audiences

Year 2

L4 Unit 7

L4 Unit 8

L5 Unit 1

YEAR 3 (LEVEL 5/6)

- **Managing Digital Brands**
- **Content Marketing**
- **Measurement and Performance of Digital Marketing**
- **Conversion Marketing**
- **Digital Value Proposition Design**
- **Digital Comms Strategy**

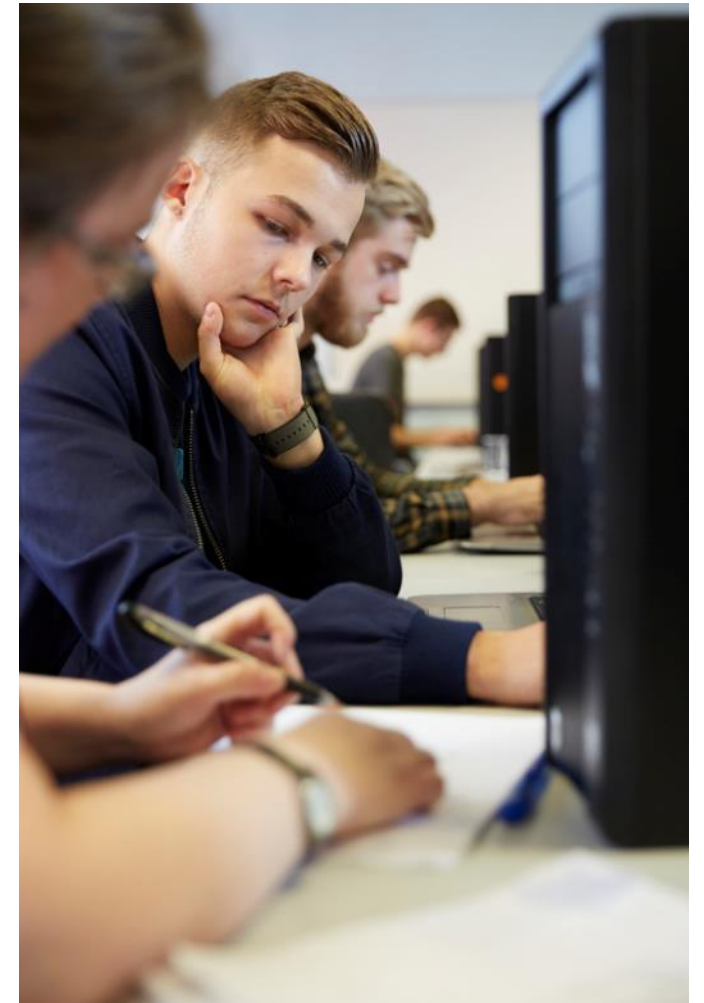
YEAR 4 (LEVEL 6)

- Digital Model Design
- Digital Comms Campaign Manager
- Synoptic Project
- End Point Assessment

By the end of Year 4: A confident, experienced Digital Marketing Professional

Programme assessment

- Practical application of ideas
 - Analysing a part of your organisation's comms
 - As a proposal for your organisation
- Nothing in the abstract, relies on real-world situations for work-based learning
- Proposals, designs, content creation, reports, portfolios, videos



Confidentiality in assessments

We take confidentiality very seriously. We can implement three levels of protection:

- Standard declaration form that student puts on the front of assessment
- NDA
- Assessed work never leaves organisation



University degree classifications

Classification	Percentage
1st	70% and above
2:1	60%
2:2	50%
3 rd	40%
Fail	Below 40%

Unit level	Final classification weightings	
	<i>Either</i>	<i>Or</i>
4	(Note: must pass and progress all level 4 units)	
5	25%	
6	75%	100%

Learner Support

Skills Coach Support

- Each apprentice is assigned a dedicated Skills Coach who conducts quarterly tripartite reviews with their apprentice and their line manager to monitor progress and set workplace and KSB related targets
- Point of contact for apprentice and line manager
- Pastoral support and guidance (e.g. Exceptional Factors and referrals) and encouragement
- Support and preparation for end-point assessment
- Support the development of the apprentice's portfolio
- Lead professional development and skills workshops



Review 1

Sept - Dec



Review 2

Jan - March



Review 3

March - June

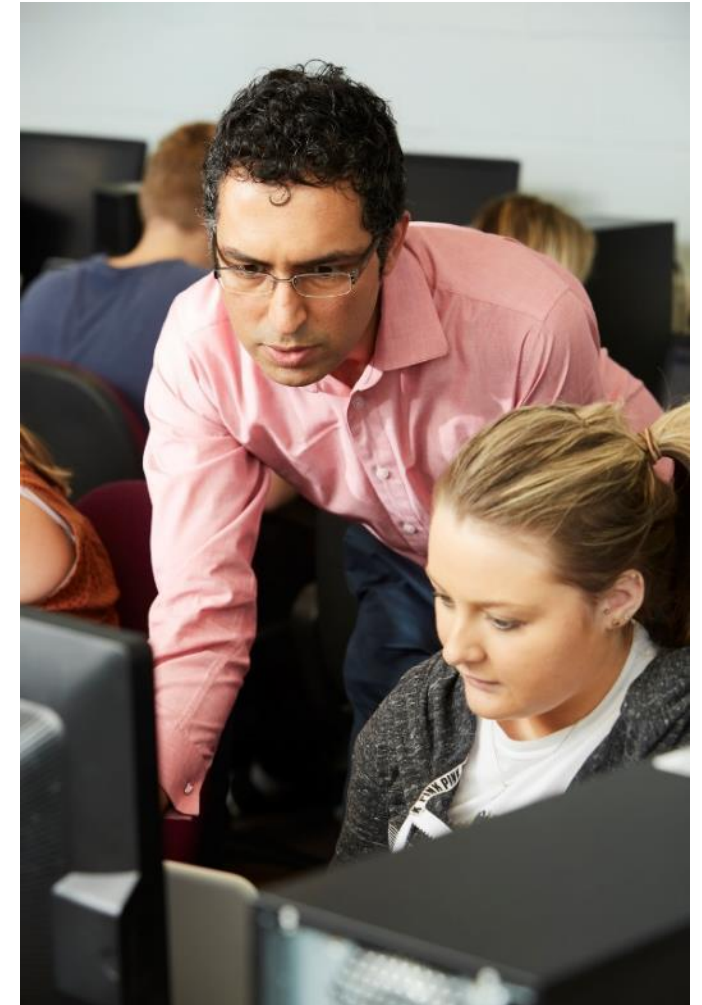


Review 4

June - August

Reviews

- Apprentice, line manager, Skills Coach
- In the workplace / conference call / video meeting
- Every 12 weeks
- Approximately one hour
- Line manager is required to be present for the last half hour, welcome for the whole hour
- You do not have to wait until the next scheduled meeting if you have any issues or concerns



Reviews-Why we do them?

- Three-way dialogue between the line manager and/or mentor
- University and work progression
- Identifying any support needs
- SMART target setting
- Development of the e-portfolio
- Capturing Skills and Behavioural evidence in the workplace



Line Manager's role

- Regular one-to-ones with apprentice – give constructive feedback
- Encourage them to network and access expertise within the organisation to develop skills and behaviours
- Be conscious of their assignment deadlines
- Read assignments before submission and check that it does not breach your confidentiality policy
- Attend reviews between your apprentice and their Skills Coach
- Re-enforce University attendance policy



Off the Job Training (OTJ)

- Apprentices must be given the opportunity to carry out OTJ activity for equivalent of 6 hours per week
- It can be delivered flexibly, for example, as a part of each day, one day per week, one week out of five or as block release
- It needs to take place within normal working hours
- Courses completed prior to enrolment will not count as OTJ

Off the Job might include:

- University days
- Research
- E-learning, IQA's
- Shadowing and Mentoring
- Training courses



WHY IS OFF-THE-JOB (OTJ) SO IMPORTANT?

- Without the required number of OTJ hours apprentices cannot achieve their apprenticeship.
- The skills coach will record whether the apprentice is above target, on target, or below target for all elements of the programme during each review.
- If OTJ is below target the skills coach will set a task for them to log outstanding OTJ activity.
- At the next review, if OTJ hasn't been recorded the skills coach will identify the apprentice as below target until this has been updated.

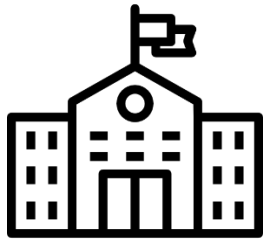


WHAT DOES OFF-THE-JOB MEAN?

- In order to achieve the apprenticeship, apprentices must complete and record off-the-job training.
- Off-the-job training means undertaking a learning activity which is different from what the apprentice does during your normal role.
- For the activity to be classed as off-the-job training, the apprentice will need to develop skills or learn something new.
- The activity needs to be specifically linked to the knowledge, skills and behaviours (KSBs) outlined in the apprenticeship standard.



GOOD EXAMPLES OF OTJ TIME



University
attendance



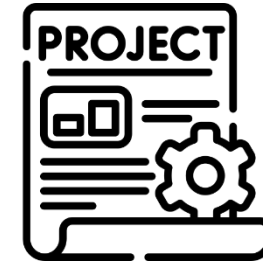
Online
learning/study



Completing
assignments



Reading and
research



Projects



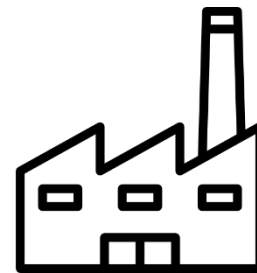
Shadowing and
mentoring



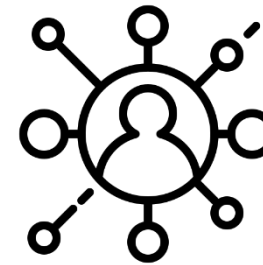
Relevant/
mandatory
training



Study skills

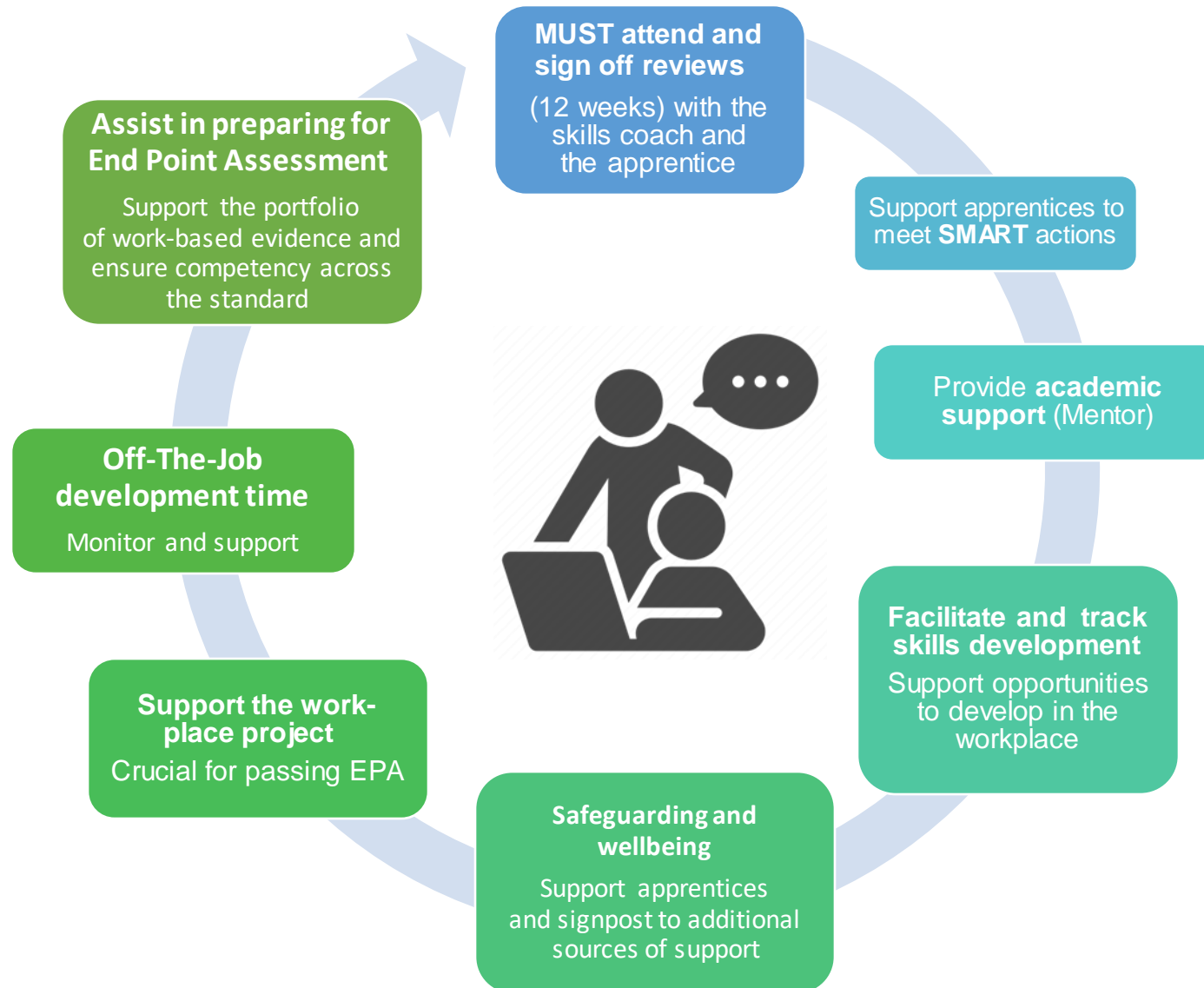


Industry visits



Outreach
activities

Manager/Mentor role summary



E-Portfolio

All Degree Apprenticeship programmes at Manchester Metropolitan University make use of an E-Portfolio

You can view:

- Portfolio progress
- Review Skills Scans
- Upload and check evidence
- Read and sign-off reviews
- Monitor Off The Job progress

Line Managers will be sent log-in information and a user guide

If you have any issues using the system, or any issues with your login credentials please contact telapprenticeship@mmu.ac.uk

ATTENDANCE POLICY

- Apprentices are reminded that their time at University is a working day, for which they are paid, so we expect full attendance.
- For each session they attend, apprentices must register their University ID card against the card reader, which will record their attendance.
- If apprentices are absent from University, they must log their absence and reason for this our systems
- They are reminded that this information will be shared with their employer
- Wherever possible, please do not approve annual leave during University time as you apprentices will miss a considerable amount of learning, for which they will need to catch up on



Safeguarding apprentices

Manchester Metropolitan has a duty of care to safeguard **ALL** apprentices

- We have robust safeguarding procedure in place to protect our apprentices
- Our staff are regularly trained on how to identify, support and deal with safeguarding concerns
- Employers must be aware of how to keep their apprentices safe, please familiarise yourselves with our Safeguarding Apprentices handbook on our employer [webpage](#)



SAFEGUARDING APPRENTICES

INFORMATION FOR EMPLOYERS



Support with:

- Well-being and mental health issues
- Physical health, including long term illness
- Sexual harassment and sexual misconduct
- Online safety
- Domestic abuse
- Bullying in the workplace
- Misuse of substances

Prevent Duty

We facilitate small group and class discussions around:

- Key terminology relating to the Prevent Duty
- The risk of online radicalisation and recent examples
- The support on offer from Manchester Met.

Career Development support

- Introduction to careers service
- Networking and managing personal/professional brand
- LinkedIn profile
- Digital safety



Democratic values - we facilitate small group and class discussions about the meaning and importance of democratic values and how to apply them.

EDI – we raise awareness of:

- The 9 key protected characteristics
- Importance of greater representation in the workplace
- EDI opportunities at Manchester Met.
- Opportunities to participate, represent, learn and support
- Contacts, signposting and further training

Democratic values

- **Democracy**
Respect for the rule of law
- **Individual liberty**
- **Respect and tolerance of others**



Communication

Support material – Employer Resource Pages



Written in our anticipation for employers of Digital Marketing Degree Apprenticeship students. If you require further information, [please contact the apprenticeships unit](#) on 0161 275 2070 (9.00am – 4pm Monday to Friday).

You play a crucial role in supporting your apprentice's learning and identifying opportunities for the development of their skills. We are keen for you to play an active role in the apprenticeship. These booklets are regularly updated.

LINE MANAGER AND MENTOR INFORMATION AND WORKSHOPS

Understand how to support your apprentice's development and find out more about the course at our workshops.

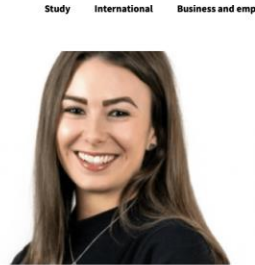
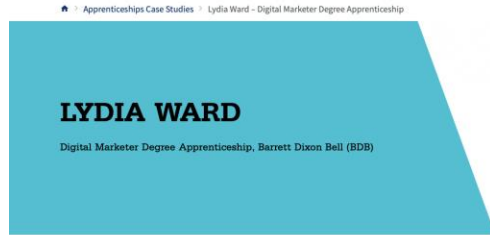
These sessions include:

- Introduction to the Manchester Unit Apprenticeships Unit
- The programme structure, content, delivery and assessment
- The role of a workplace manager or mentor
- Supporting apprentice learners
- Engaging with the workforce

Our next workshops will be in the autumn. Information about that session will be added here shortly. Please find further resources below.



Identify & help us share great projects & practice



WHY DID YOU CHOOSE A DEGREE APPRENTICESHIP?

After having done a level 3 and 4 apprenticeship with the Juice Academy, I wanted to continue to broaden my skill set, gain more experience and add value to Barrett Dixon Bell (BDB) and their ever-evolving client portfolio.

I'd always wanted to do a degree but didn't want to leave my company to study for three years. I wanted to be active in the industry, especially as the world of digital changes so rapidly. Manchester Metropolitan offered the perfect opportunity - to study alongside working, on an apprenticeship programme. This has enabled me to continue learning, apply my knowledge to various projects and work towards achieving a BA degree.

HOW HAVE YOU FOUND IT?

I am only in the first year but already my co already has taken me out of my comfort zone definitely the right choice for me and I'm enjoying it.

I am enjoying being able to teach my team the business.

The most challenging aspect I have experienced is not all essays, which is great because it adds to my experience.

Digital Marketing Project: Refresh of customer-facing organisational website

Aims: The key objective was to update and refresh the apprentice's organisational website to make it more user-friendly and meet organisational objectives.

Actions taken:

- The apprentice used knowledge gained on the User Experience unit to work with web developers on improving the look and feel of the website.
- Mocked up a Shopify online storefront to include in their initial proposal to senior stakeholders.
- Utilized SEO and Keyword optimization when creating blog content and driving traffic towards the new website.



Impact:

- an increase in the number of leads created via the website
- Ecommerce provides a quick and easy way for users to convert by directly purchasing our digital products, which previously was a much lengthier process.



Recap and questions

- Understand the **DMDA standard** to help your apprentice identify opportunities for development and application of knowledge in the workplace.
- Help your apprentices to identify **suitable workplace activity**.
- Meet with your apprentice regularly to offer support, **monitor progress** and help to build strong workplace connections.
- Get in touch if there are any issues: apprenticeships@mmu.ac.uk



