



A

MODERN APPRENTICESHIP

IN

Digital Marketing

FRAMEWORK DOCUMENT
FOR
SCOTLAND

Skills CFA

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Modern Apprenticeships in Scotland

What are Modern Apprenticeships?

Modern Apprenticeships offer those aged over 16 paid employment combined with the opportunity to train for jobs at craft, technician and management level.

Who develops them?

Modern Apprenticeships are developed by Sector Skills Councils (SSCs). SSCs consult with employers and key partners in their sector to produce a training programme, which meets the needs of employers.

Who are they for?

Modern Apprenticeships are available to employees aged 16 or over. Employees need to demonstrate to their employer that they have the potential to complete the programme. All Modern Apprentices must have a demonstrable need to acquire significant new knowledge and skills to fulfil their job role. The modern apprenticeship framework selected for the employee must be the most appropriate learning programme generally available to that individual, providing such knowledge and skills.

What's in a Modern Apprenticeship?

In Scotland, there are more than 70 different Modern Apprenticeship Frameworks and they are all designed to deliver a training package around a minimum standard of competence defined by employers through SSCs. There are four different levels of Apprenticeship in Scotland: SCQF 5 (SVQ 2), SCQF 6/7 (SVQ 3), SCQF 8/9 (SVQ 4) and SCQF 10 (SVQ 5). They all contain the same 3 basic criteria:

- A relevant SVQ (or alternative competency based qualifications)
- Core Skills
- Industry specific training

Details of the content of this specific Modern Apprenticeship are given in the next section.

Modern Apprenticeships in Digital Marketing

The birth of the new digital era came in the 1990s with the first interactive websites. The use of digital channels has steadily gained momentum to now, in 2015, being prevalent in people's everyday life activities. The average UK adult now spends more of their time on digital media or communications daily than they do sleeping, and 16-24s even more each day by multitasking across different media platforms. There are now numerous sites and multiple media platforms which have opened up vast opportunities to be taken advantage of in the marketing sector using new digital channels.

The purpose of digital marketing is to market products or services using various digital channels to reach consumers. Similarities can be drawn between digital marketing and traditional marketing as they share the same fundamental principles of product, place, price and promotion outlined in the Chartered Institute of Marketing (CIM) definition: 'Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably'. What differentiates digital marketing is in the methods, channels or placement and promotion of digital marketing and marketing approaches. Typically marketing would involve the use of offline and physical methods. Digital marketing involves methods such as website, Search Engine Optimisation (SEO), email marketing, Pay Per Click (PPC) and online advertising. Digital marketing is not confined to internet marketing, other channels utilised include mobile phones, social media marketing, and many more.

Digital channels have opened up huge audiences, many previously unattainable to the majority. Interaction on these digital platforms is becoming an increasingly important way to relate with customers, clients and other businesses. A survey completed by over 600 companies carried out by Econsultancy in association with Responsys published their findings in The Marketing Budgets 2014 Report. It found 60% of client-side respondents said their companies were increasing their digital marketing budget for 2014, and that of responding companies an average of 38% of the total marketing budget would be spent on digital marketing, an increase of 3% of their findings the previous year. CIM has identified digital and social media as one of the five drivers for growth.

When recruiting for digital marketing roles, firms most often look for communication skills, creativity, innovation, IT ability and knowledge of new media. The Digital Marketing Modern Apprenticeship will equip apprentices with the ability to understand, utilise and develop the skills needed whilst working in digital marketing for business purposes. It is important to develop the core fundamentals of marketing within the learning experience, with these skills marketers can then adapt to the changing digital environment.

The 'Tech Nation: Powering the digital economy' 2015 report outlines digital technology companies in the UK. Within Scotland digital technology companies have come together to form 'digital technology clusters', these have been identified in Edinburgh, Glasgow, and Dundee. The report shows 11% of companies within the clusters are in the Advertising and Marketing sector. However, the expansion of the digital sector is heavily reliant on employee skills being self-taught. There is huge scope to develop these required skills and up-skill existing staff through the Modern Apprenticeship; there is the possibility that it could be damaging to businesses not to address this skills shortage. The Scottish Technology Industry Survey 2014 identified as one of their greatest impacts on the business as the recruitment of staff with the appropriate skills/qualifications. For this reason the Scottish Government identified the digital economy as a key driver for future economic success within the report 'Scotland's digital future: A strategy for Scotland' (2011).

The increasing demand and shortfall of suitably trained digital marketers in Scotland may hinder Scotland staying up to date and aspirations to lead with the latest technologies, Royle & Laing (2013) have identified a number of skills gaps within Digital Marketing through interviews with marketers and digital marketers in Scotland.

The skills gaps identified by Royle & Laing (2013), and many other marketing professionals include:

- Digital Analytics
- Reporting
- Understanding of core and principles of marketing
- Search Engine Optimisation (SEO)

The objectives of this framework are to:

- build a competent digital marketing workforce in Scotland, providing organisations of all sizes across all sectors with the staff needed to increase productivity and efficiency
- tap into the skills and talents of a diverse population by providing flexible entry routes into a career in digital marketing
- equip individuals with the skills, knowledge and experience needed to undertake digital marketing roles in a range of business settings
- provide a progression route to the Technical Apprenticeship in Digital Marketing
- provide apprentices with an opportunity to develop the skills, knowledge and experience they will need to progress to higher level roles with additional responsibilities and onto further and higher education, if they wish to do so.

The Government Economic Strategy 2011 outlined learning, skills and well-being as strategic priorities in Scotland. The Modern Apprenticeship in Digital Marketing would address this strategic priority and be of value to the Scottish Economy. The Modern Apprenticeship will equip learners with the skillset to progress in digital marketing careers. Apprentices will be able to actively engage, understand and use their skills and knowledge across multiple digital platforms and channels, enabling Scottish organisations to lead and keep a pace of global trends and developments.

The Digital Marketing Modern Apprenticeship is vital for continuing a prosperous and sustainable economy in Scotland. Aiding more Scottish organisations to get online and opening up e-commerce opportunities overseas. The Boston Consulting Group identified SMEs that are active online are more successful, experiencing quicker growth and reaching wider markets. In Scotland in 2011 25% of businesses did not have a presence online, the Scottish government identified this as a missed opportunity. Encouraging these businesses to trade online would offer opportunities for digital marketing apprentices but also offer a more cost effective way for employers to train people than via alternative entry routes into employment, whilst expanding their audience.

Job Roles appropriate for the Modern Apprenticeship in Digital Marketing SCQF 6 include:

- Digital Marketing Co-ordinator
- Digital Marketing Assistant

Summary of Framework

Diagram showing the contents of the Modern Apprenticeship in Digital Marketing

Duration

- The Digital Marketing MA should take an average of 18 months to complete and demonstrate competency.

Mandatory outcomes

SVQ or alternative competency based qualification

- The following must be achieved:

- SQA Diploma in Digital Marketing at SCQF Level 6 - GK4W 46

Core Skills

- Communication (SCQF Level 5)
- Working With Others (SCQF Level 5)
- Problem Solving (SCQF Level 5)
- Information and Communication Technology (SCQF Level 5)
- Numeracy (SCQF Level 5)

Enhancements

- One core skill at a higher level than is specified in the framework or,
- One unit from an SVQ at the same level as the framework or above relevant to the apprentice's job role.

The Framework

Duration

It is expected that apprentices following this framework will take 18 months to complete. This includes a minimum of 110 hours for off-the-job training.

Mandatory Outcomes

CBQs

Each apprentice is required to achieve the following Qualification:

- **SQA Diploma in Digital Marketing at SCQF Level 6 (GK4W 46)**

All Scottish Modern Apprenticeships must contain a relevant Scottish Vocational Qualifications (SVQs) or Competency Based Qualifications (CBQs). SVQs and CBQs are work-based qualifications based on National Occupational Standards of competence drawn up by representatives from each industry sector. They are made up of units – normally between six and ten – which break a job down into separate functions reflecting the different kind of activities of a job. SVQs and CBQs are available at a range of levels – although most are at SCQF Levels 5, 6 and 7 (SVQ Level 2 and 3). When someone has achieved an SVQ or CBQ, there is a guarantee that they have the skills and knowledge needed to do their job.

Core Skills

Each apprentice is required to achieve the following core skills:

Communication	(at SCQF Level 5)
Working with others	(at SCQF Level 5)
Problem Solving	(at SCQF Level 5)
Information and Communication Technology	(at SCQF Level 5)
Numeracy	(at SCQF Level 5)

Core Skills must be separately certificated.

Core Skills are skills and abilities which everyone needs in their work. This is true for every job in every workplace. Core Skills also feature in National Qualifications such as Standard Grades and Highers and from 2000, Scottish candidates have been issued with a Core Skills profile on their Scottish Qualifications Certificate. Candidates who have already been certificated as achieving Core Skills at the levels given above – either in the workplace or at school or college - do not need to repeat these Core Skills as part of the Modern Apprenticeship Framework.

Enhancements

- One core skill at a higher level than is specified in the framework
- or,
- One unit from an SVQ at the same level as the framework or above relevant to the apprentice's job role.

Optional Outcomes

There are no optional outcomes.

Registration and certification

This Scottish Modern Apprenticeship is managed by Skills CFA. The SSC is the first point of contact in Scotland for any enquiries in relation to the Framework. Contact details:

Skills CFA
6 Graphite Square
Vauxhall Walk
London
info@skillscfa.org
Tel: 020 7091 9620

The SSC will register all Scottish Modern Apprentices undertaking this Framework. **All Modern Apprentices must be registered with the SSC within 4 weeks of starting their apprenticeship.**

Registration can be made by completing the Sample Training Plan and Sample Training Agreement in Appendix 3 and sending these to the above address or completing the online registration system (MA Online, www.maonline.org.uk). In the case of MAs which receive funding it is acceptable for the Skills Development Scotland Training Plan to be used on the condition that it includes all relevant information as set out in the MA Training Plan.

Skills CFA will issue a Modern Apprenticeship Certificate of Completion to those Modern Apprentices who have completed the mandatory outcomes of the Framework. Before a certificate is issued, training providers must submit evidence to the SSC that the mandatory outcomes have been achieved. This will normally be in the form of photocopies of certificates from awarding bodies.

Requests for registration and certification should be made to the SSC at the address above.

Skills CFA Service level

Skills CFA undertakes to confirm the registration of candidates in writing within 4 weeks of receipt of the relevant Training Plan and Training Agreement. Each candidate will be issued with a unique registration number.

Skills CFA also undertakes to issue Certificates of Completion within 4 weeks of receipt of the appropriate evidence that a candidate has completed the outcomes as stated in the Training Plan.

Recruitment and selection

The recruitment and selection of Modern Apprentices is primarily the responsibility of the employer. However, the following guidance is given:

- Employees may enter a Modern Apprenticeship from the age of 16. There is no upper age limit.
- The Modern Apprenticeship is designed to attract high quality people to the industry. Achievement of academic qualifications is one way of assessing the suitability of applicants. However it should be stressed that no persons should be deterred from applying for a Modern Apprenticeship because of a lack of formal educational qualifications. As well as traditional qualifications such as Standard Grades and Highers, employers should also be aware of newer vocational qualifications or vocational activity undertaken outwith an academic institutions, such as volunteering activity.
- The following factors may also influence the selection process:
 - performance during a formal interview process
 - references
 - relevant work experience
 - trial observation period.
- Employers should be aware of the nature, relevance and quality of foreign qualifications and make appropriate allowances concerning entry requirements.
- In order to promote and maintain the high status of the Modern Apprenticeship within the industry all literature distributed for recruitment purposes should emphasise the high standards of achievement expected of the candidate.
- Employers may wish to contact the SSC for advice and guidance on recruitment and selection.

There are no specific sectoral or cross sector requirements for entry on to the Digital Marketing Modern Apprenticeship Framework.

Equal opportunities

Modern Apprenticeships should ensure that there is equality of opportunity for all and any barriers (real or perceived) are addressed to support anyone seeking to enter employment to undertake the Modern Apprenticeship.

All MAs supported by Skills Development Scotland must conform to any contractual requirements on equal opportunities. All employers of Modern Apprentices should have an Equal Opportunities policy statement.

Health and Safety

All aspects of health and safety at work must be recognised within the delivery of this Modern Apprenticeship Framework and all statutory requirements be adhered to. It is a key aspect of the induction period of the Modern Apprenticeship that apprentices are fully informed both of the regulations and that they and their employers are bound by these regulations. Modern Apprentices should be made aware of their rights and duties with regard to health and safety.

All Modern Apprentices supported by Skills Development Scotland will be required to satisfy the adequacy of SDS's Health and Safety policy and systems.

Contracts

The following three contracts are essential to the successful outcome of the Modern Apprenticeship programme:

1. Contract of employment signed by the employer and the Modern Apprentice.
2. SSC Training Agreement - this agreement outlines the basis of the modern apprenticeship, refers to the contract of employment and includes Health and Safety responsibilities. A sample SSC Training Agreement is set out in Appendix 3.
3. SSC Training Plan - this plan outlines the selected outcomes and the expected duration of the apprenticeship. In cases where funding is offered by SDS, the SDS Training Plan will be sufficient on condition that it contains all relevant information as set out in the Sample Training Plan at Appendix 3. Training Plans may be modified to reflect changing circumstances; however it is essential that the SSC is notified of any changes.

Employment status of Modern Apprentices

It is important that the sector offers genuine employment and career prospects to those people it wishes to attract through Modern Apprenticeships. Accordingly, **all apprentices must be employed.**

All Modern Apprentices must have a demonstrable need to acquire **significant new knowledge and skills** to fulfil their job role. The modern apprenticeship framework selected for the employee must be the most appropriate learning programme generally available to that individual, providing such knowledge and skills.

Terms and conditions of employment

In order to compete with other sectors offering Modern Apprenticeships, attractive packages will need to be developed by employers in the sector. The terms and conditions of employment for individual Modern Apprentices will be agreed between the employer and the apprentice and should form the contract of employment.

Training and development

Delivery

Training delivery can take many forms under the Modern Apprenticeship system. Some organisations may become approved SVQ Assessment Centres; others may join a consortium or use peripatetic assessors. Some large employers will be able to complete all the training and development in-house, but most employers will find that some of the training and development will have to take place away from the normal workplace. In particular the underpinning knowledge requirements are often more suited to delivery by outside training providers which might include:

- private training organisations
- colleges / universities
- other employers

Such knowledge could be delivered through training courses or through open/distance learning packages.

The option of sharing training and assessment resources amongst a cluster of employers (or across the divisions of a larger employer) will be particularly appealing to those firms which do not have the resources to provide all of the training and development. Assessment can be provided by these bodies, but the assessors and the training centre must be approved by the awarding bodies for the SVQ and Core Skills where appropriate.

List of Training Providers

List all of the organisations approved to deliver the MA framework in Scotland and list any organisations which are not currently approved but are likely to be able to deliver this Framework in the future, detailing any timescales for approval.

If no list is available, add contact details or web details where an up to date list can be obtained.

QA
 Portland House,
 17 Renfield Street,
 Glasgow
 G2 5AH
 +44 (0)845 074 7852

YouTrain Group Ltd
Head Office
Unit 127
Stirling Enterprise Park
Stirling
FK7 7RP
+44 (0)1786 478478

Delivery of Training for the Modern Apprenticeship in Digital Marketing

Work-based training

Delivery and assessment method

Evidence generated at work by carrying out relevant tasks provides the most direct proof of competence. For this reason, the identification, generation and interpretation of such evidence is the primary method of assessment for the competency units.

Performance evidence must be the primary form of evidence gathered for the assessment of the competence units. In order to demonstrate consistent, competent performance for a competence unit, it is expected that 3 different types of evidence are provided, one of which must be performance evidence. Units must be covered by 3 forms of evidence holistically wherever possible. Each performance criterion (PC) must be covered by at least one piece of evidence

The most effective way of assessing competence, is through direct observation of the learner. Assessors must make sure that the evidence provided reflects the learner's competence and not just the achievement of a training programme. Where observation is needed to obtain assessment evidence, this must be carried out against the competence unit assessment criteria. Best practice would require that such observation is carried out by a qualified Assessor. If this is not practicable, then alternative sources of evidence may be used.

It is recommended that a holistic approach to assessment is adopted and all evidence submitted by the learner wherever possible is assessed for more than one competence unit.

Skills required by training providers delivering the training

Assessors - Competence Units

Assessment must be carried out by qualified Assessors:

- Who hold, or are working towards a nationally recognised Assessor qualification as a minimum and as appropriate to the assessment being carried out.

Assessor Technical Requirements

Assessors must be:

- *able to demonstrate that they have verifiable and sufficient technical competence to evaluate and judge the performance and knowledge evidence requirements as set out in the relevant QCF unit learning outcomes and associated assessment criteria*
- *qualified in a related discipline to at least level 4 (or equivalent); those without such qualifications will need to provide evidence of significant personal practice.*

Staff conducting quality assurance

Quality assurance staff must:

- *Have experience in quality assurance/internal verification
and
hold or be working towards an appropriate qualification*
- *Have familiarity of the occupation covered by the qualification*
- *Have knowledge and understanding of the qualification's structure and content.*

Delivery of underpinning knowledge (if no formal off-the job requirement)

- *Delivery of underpinning knowledge is through the knowledge units that are within the combined qualification.*

Off-the-job training**Details of off-the-job training**

- Underpinning knowledge is achieved through the individual knowledge units contained within the combined qualification. This component is not separately certificated, but certificated as a part of this combined qualification.

Exemptions

N/A

The SSC training plan

The plan is required to identify:

- 1 The selected Framework outcomes, specifying whether or not separate certification of the Core Skills is being sought.
- 2 A summary of the Modern Apprentices accredited prior learning
- 3 A timetable for achievement of the selected Framework outcomes, linked to regular progress reviews.

The Training Plan should take into account any relevant previous training and development, education or work experience. Not all Modern Apprentices need have different plans, but many will vary. Moreover as reviews take place and circumstances change so the plan itself can be modified.

However any changes must:

- be subject to the quality provisions of Skills Development Scotland (if the MA is being financially supported)
- comply with the stipulations of this Framework
- meet the needs of the employer and apprentice.

A sample Training Plan is provided at Appendix 3 of this document, however, for those Modern Apprentices funded by SDS area office it is sufficient to submit the Skills Development Scotland Training Plan on condition that it covers the same information required in the MA Training Plan.

Consultation Process

An online Survey was carried out by Skills CFA which was sent to Scottish employer and Training Provider centres.

There were 33 responses to the survey; a respondent breakdown for the Skills CFA survey was as follows:

- Employer – 53.3%
- Training Provider – 6.7%
- Both Employer and Training Provider – 30%
- Other – 10 %

Revealing findings showed that 96.8% of respondents believe a Digital Marketing Modern Apprenticeship in Scotland would be of value to the Scottish economy, and 93.3% said they would support the development of Digital Marketing apprenticeships. While 87.1% of respondents said their organisation would be interested in using a Digital marketing apprentice to address digital skills within their organisations.

Survey Results

Respondents indicated the main benefit they saw of using a Digital Marketing apprentice would be to reduce skills shortages within the organisation, upskilling existing staff and recruiting new staff.

The results from the survey showed that the majority of respondents felt the Modern apprenticeship should have all 5 core skills included at SCQF Level 5. In addition to this, 50% believed that the modern apprenticeship should contain two mandatory enhancements. The survey then asked a further question on preference of how the enhanced mandatory units would be included within the apprenticeship. The most popular options were to have a core skill at a higher level than is specified in the framework; or a unit from an SVQ at the same level as the framework or above relevant to the apprentice's job role. The least favoured option with 80% of respondents not wanting the mandatory enhancement to include an additional unit from a Management SVQ at Level 3 or 4.

Supporting Organisations

Further market research was carried out with employers to establish demand for qualifications. Feedback has been very positive and the following organisations have expressed in the Modern and Technical Apprenticeship in Digital Marketing, all of which have representation in Scotland:

Employer Organisations Based in Scotland:

Impact Arts (projects) Ltd	Careers Studio
Cables and Chips	Royal Bank of Scotland
Health In Mind	CirrusHQ
Browns Opticians	Advanced Stairlifts (Scotland) Ltd
Eco Door Systems	McGill Motorsport Ltd
People Know How	Tecnica Ltd
Money Dash Board	Adventure Golf Island
Glory Days	John White and Son
Drake Music Scotland	Castle Enterprise Scotland Ltd
Standard Life	Airsoft World Ltd
Lettings of Distinction	A Johnstone Haulage Ltd
Firstcall Trade Services	Blake Stevenson
2a Publishing	McEwan Fraser Legal, Solicitors and Estate Agents
Wire Media	Occupancy Marketing
Aims Media	Housing Options Scotland
Spider Online	Health Opportunities

Buzz Agency
Blue Mungus
Peach Digital
Radiator

Mackerel Media
6247 Graphic Design
Beveridge Solutions

UK employer organisation with Scottish branch:

Serps-Invaders
Print and Sign Centres
Cashel Travel
M8 Group Limited

Alienation Digital
Beattie Media
Working on Wheels

International Organisations with a Scottish branch:

Miicard
Equator

In addition to the above list there has also been support from Skills Development Scotland.

Career progression

Following completion of the Modern Apprenticeship, candidates should be able to achieve positions in areas such as:

- Digital Marketing Officer
- Online Marketing Officer
- Digital Marketing Executive
- Online Marketing Executive

Potential modern apprentices may come from a number of different backgrounds. However, it may be expected that most candidates would have around 5 Standard Grades and English and Maths at Level 3 and above. For learners entering onto this Framework, it is possible that they may not have any experience in digital marketing.

There are various possible progression routes from the Modern Apprenticeship, including:

- the SCQF Level 8 Technical Apprenticeship in Digital Marketing
- further specialist Digital Marketing qualifications at SCQF 8 such as:
 - Professional Diploma in Digital Marketing
 - Professional Diploma in Social Media Marketing
- a more generalist marketing route such as:
 - SCQF Level 8 Technical Apprenticeship in Digital Marketing
 - HND in Marketing
- into an enhanced job role using the skills developed through the Modern Apprenticeship as the foundations on which to build

Appendices

APPENDIX 1

Stakeholder Responsibilities

Many organisations and individuals share the responsibility for ensuring that the Modern Apprenticeship programme is implemented to the highest possible standard. They include:

- Awarding Bodies
- Employers
- Modern Apprentices
- Modern Apprenticeship Group (MAG)
- Sector Skills Councils (SSCs)
- Skills Development Scotland
- Training Providers

Role of the Sector Skills Councils

SSCs are responsible for developing Modern Apprenticeship Frameworks and are required to work with employers in their sectors to ensure that all Frameworks meet the needs of employers in their sectors.

For details on your sector's SSC, follow the link to the Federation for Industry Sector Skills and Standards website <http://fisss.org/>.

Role of Skills Development Scotland (SDS)

MA frameworks are used by employers as part of their workforce development to train new employees and up-skill existing members of staff. They can be (and often are) used regardless of whether financial support is available from the delivery body who currently provides a 'contribution' towards the cost of delivery. However, only approved MA Frameworks will be eligible for funding support from Skills Development Scotland who should be contacted to establish the availability and level of support for each MA Framework.

Further information is available from: <http://www.skillsdevelopmentscotland.co.uk/our-services/modern-apprenticeships.aspx>

SDS provides advice and guidance to individuals on the range of Modern Apprenticeships and training providers available. Individuals are signposted to opportunity providers who offer training in the vocational areas of interest.

Responsibilities include:

- Supporting the Modern Apprentice with ongoing Career Planning advice
- Signposting candidates to suitable vacancies
- Promoting the Modern Apprenticeship route on the Skills Development Scotland website
- Facilitating recruitment events that bring together jobseekers and opportunity providers

Role of the Awarding Bodies

A significant proportion of the Modern Apprenticeship is based on the assessment of the apprentice against SVQs/ CBQs or SVQ/ CBQ units. These qualifications are accredited by the SQA Accreditation and the Office of the Qualifications and Examinations Regulator (Ofqual) and are offered by Awarding Bodies.

It is the responsibility of the Awarding Bodies to ensure that centres are approved, that assessors and verifiers are suitably qualified, trained and monitored, and that all of the assessment criteria of the SVQs/ CBQs and SVQ/CBQ units are fully met.

Role of the Training Provider

The role of the training provider is important to the success of the Modern Apprenticeship. A training provider can be a further education college, a private or voluntary training company or in some cases the employer themselves or employer partnerships.

Training Providers are responsible for:

- Confirming an appropriate MA programme for candidates
- Agreeing the training needs of the candidates
- Agreeing roles and responsibilities for on the job training
- Agreeing where off the job training will be required and defining roles and responsibilities for this with relevant parties
- Ensuring trainee/candidate has access to the best quality training opportunities available
- Ensuring that the Modern Apprentices and employers fully understand the principles and processes of competence-based assessment
- Registering of MA candidates with the relevant SSC (and Skills Development Scotland if appropriate).
- Compiling and agreeing assessment schedules/assessment plans
- Judging performance evidence
- Completing assessment records
- Reviewing candidates progress at regular intervals
- Submitting records and evidence for moderation
- Advising the Modern Apprentice who to approach for support, advice, encouragement and in case of complaint

Role of the Modern Apprenticeship Group (MAG)

MAG is an independent group drawn from key stakeholders involved in the management and delivery of the Apprenticeship programme in Scotland.

MAG is responsible for:

- Approval and re-approval of Modern Apprenticeship Frameworks
- De-approval of Modern Apprenticeship Frameworks
- Encouraging best practice across Modern Apprenticeship Frameworks and sectors

Role of the Employer

Employers' responsibilities include:

- Paying all Modern Apprentices in accordance with company policy and in line with current legislation
- Agreeing roles and responsibilities for on the job training
- Agreeing where off the job training will be required and define roles and responsibilities for this with relevant parties
- Highlighting opportunities for the Modern Apprentice to demonstrate competence
- Meeting with Trainers, Assessors, Verifiers and the Modern Apprentices to review progress
- Witnessing candidate performance and verifying evidence

- Releasing Modern Apprentices for college/off-the-job training in line with training plan
- Ensuring the experience, facilities and training necessary to achieve the outcomes of the training plan.
- Supporting and encouraging Modern Apprentices and rewarding achievement
- Taking responsibility for the Health & Safety of Modern Apprentices.

Role of the Modern Apprentice

Modern Apprentices have the same responsibilities to their employer as any other employee. In addition they have a range of commitments to their training programme.

Modern Apprentices' responsibilities include:

- Observing the company's terms and conditions of employment
- Agreeing a training/development plan with all parties involved
- Undertaking development in line with agreed training plan
- Attending meetings with trainers, assessors and verifiers as required
- Attending college/off-the-job training where required
- Providing evidence of competence
- Developing a collection of evidence (portfolio) and retain ownership of this throughout
- Behaving in a professional manner throughout

APPENDIX 2

Modern Apprenticeship Centres (MACs)

Modern Apprentices may only be registered through organisations approved by the SSC to deliver this Framework. Such approved organisations are called Modern Apprenticeship Centres (MACs)

The MAC may be the employer of the apprentice or a separate organisation such as a training provider, further education college, a private or voluntary training company or in some cases the employer themselves or employer partnerships.

In order to be approved, organisations must make a formal application to the SSC, seeking approval and establishing that the centre satisfies the following criteria:

Either

- 1 be approved by an appropriate Awarding Body as a centre for the assessment of the relevant SVQ/ CBQ (and Core Skills if these are being separately certificated)

or

- 2 be capable of demonstrating a contractual relationship with another approved centre for the assessment of those units for which the MAC does not have approval from an appropriate Awarding Body.

In addition

The SSC will maintain a database of MACs for the delivery of the Framework within Scotland, which will be available to employers and others.

Organisations wishing to become MACs who have yet to obtain the necessary Awarding Body approval for assessment should first contact the Awarding Body direct.

Organisations wishing to be accredited with SQMS (or other appropriate quality system) should contact Skills Development Scotland.

In addition to the assessment of the Modern Apprentice against the relevant standards set by the selected Framework outcomes, the MAC has responsibility for:

- Entering into a formal training agreement with the employer and Modern Apprentice
- Registering Modern Apprentices as candidates for the relevant SVQ/ CBQ (s) and other selected units with the appropriate Awarding Body
- Registering Modern Apprentices with the SSC
- Applying for the final 'Certificate of Completion' on behalf of Modern Apprentices
- Informing the SSC of any material alterations to Modern Apprentices' training plans or desired changes to the selected Framework outcomes.

APPENDIX 3



MODERN APPRENTICESHIP SAMPLE TRAINING AGREEMENT

This Training Agreement is entered into by:

Name of Employer:	
Name of Modern Apprentice:	
Name of Modern Apprenticeship Centre:	

The **Employer’s responsibilities** are to:

- 1 employ the modern apprentice subject to the employer’s usual terms and conditions of employment;
- 2 provide the modern apprentice with the facilities, training and work place opportunities necessary to achieve the selected Framework outcomes specified in the apprentice’s personal training plan;
- 3 pay the modern apprentice an agreed salary which reflects the obligations of the employer and the opportunities for the apprentice;
- 4 in the event of the employer becoming unable to retain the modern apprentice after completion of the apprenticeship, to use reasonable endeavours to secure employment elsewhere;
- 5 in the event of the apprenticeship being terminated prematurely by either the employer or modern apprentice for any reason other than dismissal for unsatisfactory performance or misconduct, to use reasonable endeavours to secure employment and continuation of this apprenticeship elsewhere;
- 6 operate a formal Health and Safety policy and undertake the necessary legal and contractual responsibilities for health and safety of the modern apprentice; and
- 7 operate an Equal Opportunities policy which meets all legal requirements.

The **Modern Apprentice’s responsibilities** are to:

- 1 work for the employer in accordance with the agreed terms and conditions of employment;
- 2 undertake training, attend courses if required, keep records, and take assessments to be determined by the employer and/or Modern Apprenticeship Centre, and carry out such work as may be required in order to achieve the selected Framework outcomes specified in the apprentice’s personal training plan;
- 3 be diligent, punctual, behave in a responsible manner and in accordance with the requirements of Health and Safety legislation relating to the apprentice’s responsibilities as an individual; and
- 4 promote at all times the employer’s best interests.

The **Modern Apprenticeship Centre’s responsibilities** are to:

- 1 agree the content of the modern apprentice’s personal training plan as confirming that the selected Framework outcomes and training plans meet the criteria of this modern apprenticeship
- 2 contract with the employer to provide the training and assessment necessary to enable the modern apprentice to achieve the selected Framework outcomes specified in the apprentice’s personal training plan; and
- 3 use its best endeavours to ensure that the employer provides the modern apprentice with the facilities, training and work place opportunities necessary to achieve the selected Framework outcomes specified in the apprentice’s personal training plan.

This agreement to be signed by all parties:

Employer		Date:
Modern Apprentice		Date:
Modern Apprenticeship Centre		Date:



MODERN APPRENTICESHIP TRAINING PLAN

The Modern Apprenticeship Centre

Name:
Address:
Telephone:
Contact:

The Modern Apprentice

Full name:
Home address:
Work address:
Date of birth:

The Employer

Name:
Address:
Telephone:
Contact:

Skills Development Scotland office

Name:
Address:
Telephone:
Contact:

Framework selected outcomes

Mandatory outcomes

SVQ/ CBQ Level (please identify level) <i>(List mandatory and optional units)</i>		Tick units being undertaken	SCQF Level	SCQF Credit Points
SVQ/ CBQ level (please identify level) <i>(List mandatory and optional units)</i>				
Enhancements				

Core Skills <i>(Include details of the minimum level required)</i>		Tick units being undertaken	SCQF Level	SCQF Credit Points
1	Communication			
2	Working with others			
3	Numeracy			
4	Information and communication technology			
5	Problem Solving			

Optional outcomes

Additional units (if any) <i>These are optional and should reflect the individual training needs of the Apprentice</i>		Tick units being undertaken	SCQF Level	SCQF Credit Points
	(specify unit)			

Summary of Modern Apprentice’s accredited prior learning:

If you require assistance in completing this form, please contact:

Skills CFA
6 Graphite Square
Vauxhall Walk
London
SE11 5EE
info@skillscfa.org
Tel: 020 7091 9620