

# apprenticeship FRAMEWORK

## Digital Content Management (Wales)

### IMPORTANT NOTIFICATION FOR ALL APPRENTICESHIP STARTS FROM 14 OCTOBER 2016

Modifications to SASW came into effect on 14 October 2016. These changes relate to the **Essential Skills and Employer Rights and Responsibilities** requirements of a framework and they **ONLY** apply to new Apprenticeship starts on, or after, 14th October. Apprenticeship starts before this date must continue to meet the 2013 SASW requirements for Essential Skills and Employer Rights and Responsibilities.

For more details of the changes and how they will affect new apprenticeship starts, please read the following preface page to the framework document. NB: Please check the "Revising a Framework" section for information on any additional changes that may have been made to this framework.

### Latest framework version?

For any previous versions of this framework: [www.acwcerts.co.uk/framework\\_library](http://www.acwcerts.co.uk/framework_library)

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Wales

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Document Status:

Issued

# Digital Content Management (Wales)

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# Framework information

## Information on the Issuing Authority for this framework:

Instructus

The Apprenticeship sector for occupations in air conditioning, building services engineering, business and administration, cleaning, customer service, digital/information technology, electro technical, electrical and electronic servicing, enterprise and business support, facilities management, heating and ventilating, housing, human resources and recruitment, industrial relations, leadership and management, marketing and sales (also includes contact centres and third sector), plumbing, property and refrigeration.

Issue number: 1	<b>This framework includes:</b>
Framework ID: FR04018	Level 2 <input type="checkbox"/> Level 3 <input checked="" type="checkbox"/> Level 4-7 <input checked="" type="checkbox"/>
Date this framework is to be reviewed by: 31/07/2020	<b>This framework is for use in: Wales</b>

## Short description

The purpose of this framework is to allow learners to develop the knowledge and competence skills required for working in digital content development roles. The framework will be available at Level 3 and Level 4 and is relevant for the following jobs:

- Digital Content Manager
- Digital Marketing Technologist
- Digital Marketing and Content Manager
- Digital Services Manager
- Digital Content Manager and Social Media Coordinator
- SEO Manager
- Digital Content and Optimisation Manager
- Digital Media Designer/Producer
- Digital Content Executive/Writer
- Web Content Manager

# Contact information

## Proposer of this framework

This apprenticeship has been proposed and developed by Instructus.

Employers were engaged through Innovation Point in Cardiff and training providers and Colleges were also invited to feedback and input to the framework development. City and Guilds, Qualification Wales, Agored and NCFE were consulted about relevant qualifications to support this framework.

Consultation events in Wales brought together employers and subject matter experts to provide detailed input and feedback. An online consultation was conducted to gather views from other employers.

Key employers include:

BT  
NHS Wales  
Office for National Statistics  
The Royal Mint  
Cardiff Metropolitan University  
Eaton  
Emerson  
Certes  
E&F  
Geldards LLP  
Innovation Point  
Acorn Learning Solutions

## Developer of this framework

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### Issuing Authority's contact details

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Issuer contact name: [Damian Brown](#)

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## Contact Details

Who is making this revision

Your organisation

Your email address:

# Revising a framework

## Why this framework is being revised

## Summary of changes made to this framework

## Qualifications removed

## Qualifications added

## Qualifications that have been extended

# Purpose of this framework

## Summary of the purpose of the framework

Digital content professionals are responsible for the design, creation, sharing and updating of published content via a range of digital channels (including web and mobile app) to support business goals.

This Apprenticeship programme is designed both for new entrants and to provide progression and re-skilling routes for existing IT and marketing professionals. Apprentices can work in areas such as:

- Digital content creation and editing
- Social media
- Search engine optimisation
- Web analytics and
- General web design and development

### *What is included in this Apprenticeship?*

The apprenticeship is made up of qualifications and learning that will provide apprentices with the skills and knowledge required to become competent in their chosen job role.

The framework includes a balance of content in technical, business and interpersonal areas, designed to ensure apprentices have an appropriate set of skills to operate in today's digital content job roles. Digital content professionals need technical skills in design, coding and multimedia editing, as well as using a mix of technology tools and platforms for reviewing and enhancing website performance and effectiveness using digital analytics. They also need an understanding of web architectures, UX, hosting and security. They work closely alongside both IT and Marketing professionals.

Typical responsibilities for the role include:

- Website design, including navigation and user experience testing
- Creating and using templates and design patterns
- Content creation and management across all digital channels including websites, social media and mobile apps
- Implementing an e-commerce solution and managing e-commerce catalogue content
- Developing the scripts that link data-driven interactive applications to data sources
- Designing and developing web and mobile apps
- Working with specialists in graphic design, photography and video production to develop and edit digital assets to deploy onto a range of digital platforms
- Uploading copy for digital marketing channels (e.g. web; PPC; email; keyword, paidsearch and social media marketing campaigns)
- Set up and analysis of data for site optimisation (including SEO, content usage, engagement, user experience)

## Aims and objectives of this framework (Wales)

*This framework will support the growing demand for web professionals.*

Alun Davies, Minister for Lifelong Learning and Welsh Language, said: "Wales has undergone something of a tech boom in the last decade, with South Wales recently listed as among the five fastest growing digital clusters in the UK. It's showing no sign of slowing down, either. Jobs in ICT will play a vital part in boosting Wales and the UK's digital portfolio. Our hope is that investment in this sector will allow for further developments over the coming years and will help the industry to continue to thrive in Wales."

Demand has increased by 64% over the 5 years from 2010 to 2015 to a total of 2200 advertised jobs. There is significant demand for Web developers - the fifth highest amongst all digital specialists. In January 2017 there are 57 advertised posts for Digital Content specialists and a further 112 posts for Web Content specialists ([www.ITJobsWatch.co.uk](http://www.ITJobsWatch.co.uk)). Demand for tech specialists in Wales is expected to grow by 25 per cent up to the year 2024

Demand has exceeded the supply of job-ready candidates for each of the past 5 years. These posts can occur in any industry sector, with the largest proportion of hard-to-fill vacancies in large enterprises, utilities, real estate, professional and technical services.

- South Wales was one of the top five fastest growing clusters in the UK digital technology industry. As superfast broadband services are rolled out across Wales, demand for web or cloud-based business services increases together with the demand for web, data, mobile and security specialists who can help in business transformation.

*This framework will support the skills priorities for Wales by:*

- Developing essential skills to improve general literacy, numeracy and ICT competence in Wales
- Helping employers to grow their online presence and increase business reach, competitiveness and prosperity
- Providing a clear pathway into digital jobs to support growth of the Welsh economy
- Building the apprentice's employability and ability to contribute to employers' success

This framework will also help to deliver digital skills for everyone as part of the Digital Wales Delivery Plan.



# Entry conditions for this framework

There are no specific entry conditions for the Digital Content Management framework.

The majority of employers in this area require candidates who are:

- proactive, fast learners; able to work both in a team and sometimes alone
- able to focus on assisting customers and colleagues to find solutions to problems
- able to work logically and methodically, often under pressure to set deadlines
- able to deliver what is required, when it is required
- open to change and focus on the requirements of the business at all times

Applicants should have a keen interest in digital technologies and some experience in building and maintaining a web presence.

Applicants from diverse backgrounds are welcomed and Instructus expects employers and training providers to comply with the provisions of the Equality Act to ensure that applicants are not discriminated against in terms of entry to, and progression within the sector.

All parties involved in the delivery of 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 and undertaking an Apprenticeship.

# Level 3

Title for this framework at level 3

## Apprenticeship in Digital Content Development

Pathways for the framework at level 3:

Pathway 1: Digital Content Development

# Level 3, Pathway 1: Digital Content Development

## Description of this pathway

Total minimum credit value for this pathway is 90 credits

- Combined qualification: 72 credits
- ESW Communication, IT and Application of Number - 18 credits.

## Entry requirements for this pathway in addition to the framework entry requirements

There are no specific entry conditions for this Apprenticeship framework. However, most employers will require good (A\*-C) GCSE passes in English and Maths as a minimum for entry.

Job title(s)	Job role(s)
Digital Content Officer	Manage social media channels including blogs, measure and report on performance and the day to day content generation and maintenance of company websites.
Digital Development Officer	Design, code, edit and publish engaging, user-focused web or mobile app content that meets both business objectives and customer needs, ensuring quality standards are met.
Digital Content Producer	Manage and update existing web content and channels, optimising according to analytics information
SEO Developer	Design web content including adverts/ emails/ templates/ newsletters to support digital marketing
SEO Assistant	Assist in day-to-day SEO activities and support SEO strategy delivery. Undertake competitor, keyword and data analysis and research using key industry tools.
e-Commerce Manager	Populate, code and maintain e-commerce websites; Collaborating with internal e-commerce, buying, merchandising, trading and marketing teams.
Digital Media Designer/Producer	Develop and publish audio, video and interactive web content. Optimise content for the web; use Google Analytics to create reports.
Web/Mobile app content developer	Design, build, and maintain high performance, reusable, and reliable mobile and web apps.
Technical Content Developer	Design, code and develop user interfaces and data-driven applications, using code, software, advanced programming languages, scripts and testing systems

# Qualifications

Competence qualifications available to this pathway

N/A

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Knowledge qualifications available to this pathway

N/A

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## Combined qualifications available to this pathway

### B1 – Level 3 Diploma in Digital Content Development

No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
B1a	C00/1184/7	Agored Cymru	72	600	X.

## Relationship between competence and knowledge qualifications

[Not applicable - single combined qualification only ]

# Essential Skills

An apprenticeship framework must specify as a Welsh certificate requirement the expected achievement levels of Essential Skills in Communication and the Application of Number, and Digital Literacy (where required).

## **ESSENTIAL SKILLS WALES**

<b>Communication</b>	<b>Min.Level 2</b>
<b>Application of Number</b>	<b>Min.Level 2</b>
<b>IT/Digital Literacy</b>	<b>Min.Level 2</b>

For the current list of acceptable proxy qualifications and appropriate minimum grade/level requirements, please refer to the most recent version of SASW on the gov.wales website. Additional guidance materials can be found on the Knowledge Base section of the ACW website.

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# Progression routes into and from this pathway

There are no specific entry conditions for the Level 3 framework but qualifications which may provide a useful grounding for the Apprenticeship include:

- Learning from the 14 to 19 Pathways
- Qualifications in the Welsh Baccalaureat
- Wider Key Skills
- Essential Skills Wales
- GCSEs, A Levels or National Diplomas in ICT-related subjects

The Level 3 Apprenticeship programme offers successful apprentices the opportunity to further progress in their studies and go on to undertake a related degree programme.

They could select from Bachelors degrees, Foundation degrees, Higher Nationals or another higher level qualification. Apprentices may also elect to continue within their job role and pursue their learning by undertaking additional technical, business or managerial level training and qualifications.

Apprentices who have completed a Level 3 apprenticeship programme have often progressed within their career to take on team leader or senior level positions, utilising their expanding technical expertise – and guiding and training others within the organisation.

The Diploma in Digital Content Management at Level 4 will provide a progression route for those completing the Level 3, and a direct non-graduate entry route into the IT industry, giving a route to more specialised and technical roles.

## UCAS points for this pathway:

*(No requirement specified)*



# Employee rights and responsibilities

Please note that for Apprenticeship starts from 14/10/2016 onwards ERR is no longer a **mandatory** requirement in all frameworks.

However, it may still be included in some frameworks and where it is not explicitly stated that ERR is not a requirement then confirmation of an Apprentice's ERR achievement will still remain a requirement for Apprenticeship certification purposes.

Is ERR a requirement for this framework? **YES**  **NO**

### Delivery and assessment

[Framework Developer to complete with relevant info ]

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# Level 4

Title for this framework at level 4

## Higher Apprenticeship in Digital Content Management

Pathways for the framework at level 4:

Pathway 1: Digital Content Management

# Level 4, Pathway 1: Digital Content Management

## Description of this pathway

Total minimum credit value for this pathway is **143** credits:

- Combined qualification - 127 credits;
- ESW Communication, IT and Application of Number - 18 credits.

## Entry requirements for this pathway in addition to the framework entry requirements

Candidates wishing to enter a Higher Apprenticeship will need to have achieved one of the following:

- A Levels, or equivalent educational attainment, including the Level 3 IT Diploma
- Welsh or International Baccalaureate or a relevant Level 3 Technical Certificate
- An Apprenticeship (Level 3)
- Employment within the technology/telecommunications industry for a number of years and demonstrated to their employer that they have a reasonable expectation of achieving the required outcomes of the Higher Apprenticeship. This can be supported by the demonstration or evidence of prior achievement or performance in the role prior to starting the Higher Apprenticeship.

Potential apprentices should bear in mind that a Higher Apprenticeship combines the challenges of higher-level education with full-time employment, and should be prepared for the greater volume and level of study than in the Apprenticeship or another Level 3 qualification.

<b>Job title(s)</b>	<b>Job role(s)</b>
Digital Content Manager	Design, commission, edit and deliver high quality digital content for web or mobile platforms.
eCommerce Manager	Implement an e-commerce solution and manage e-commerce catalogue content.
Digital Services Manager	Content creation and management across all digital channels including websites, social media and mobile apps.
SEO Manager	Set up and analysis of data for site optimisation (including SEO, content usage, engagement, user experience)
IoS/Android developer	Design, code, build and test digital content for web or mobile apps.
Multimedia Content Developer	Work with specialists in graphic design, photography and video production to develop and edit digital assets to deploy onto a range of digital platforms

# Qualifications

## Competence qualifications available to this pathway

N/A

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## Knowledge qualifications available to this pathway

N/A

## Combined qualifications available to this pathway

### B1 – Level 4 Diploma in Digital Content Management

No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
B1a	C00/1184/8	Agored Cymru	127	780	N/A

## Relationship between competence and knowledge qualifications

Not applicable - single combined qualification only.

# Essential Skills

An apprenticeship framework must specify as a Welsh certificate requirement the expected achievement levels of Essential Skills in Communication and the Application of Number, and Digital Literacy (where required).

## **ESSENTIAL SKILLS WALES**

<b>Communication</b>	<b>Min.Level 2</b>
<b>Application of Number</b>	<b>Min.Level 2</b>
<b>IT/Digital Literacy</b>	<b>Min.Level 2</b>

For the current list of acceptable proxy qualifications and appropriate minimum grade/level requirements, please refer to the most recent version of SASW on the gov.wales website. Additional guidance materials can be found on the Knowledge Base section of the ACW website.

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# Progression routes into and from this pathway

Candidates wishing to enter this Higher Apprenticeship will need to have achieved one of the following:

- A Levels, or equivalent educational attainment
- International Baccalaureate or a relevant Level 3 Technical Certificate
- An Advanced Apprenticeship (Level 3)
- Employment within the technology/telecommunications industry for a number of years and demonstrated to their employer that they have a reasonable expectation of achieving the required outcomes of the Higher Apprenticeship. This can be supported by the demonstration or evidence of prior achievement or performance in the role prior to starting the Higher Apprenticeship.

*It is not mandatory for a Higher Apprentice to complete the Level 3 framework prior to entry on this pathway.*

Potential apprentices should bear in mind that a Higher Apprenticeship combines the challenges of higher-level education with full-time employment, and should be prepared for the greater volume and level of study than in the Advanced Apprenticeship or another Level 3 qualification.

## *Progression from this framework*

Following the completion of the Level 4 Higher Apprenticeship framework, successful apprentices will be able to follow up on their knowledge studies and continue on to complete:

- Foundation Degrees;
- Higher National Certificates/Diplomas;
- BA Honours Degrees and related professional courses.

## UCAS points for this pathway:

*(No requirement specified)*



# Employee rights and responsibilities

Please note that for Apprenticeship starts from 14/10/2016 onwards ERR is no longer a **mandatory** requirement in all frameworks.

However, it may still be included in some frameworks and where it is not explicitly stated that ERR is not a requirement then confirmation of an Apprentice's ERR achievement will still remain a requirement for Apprenticeship certification purposes.

Is ERR a requirement for this framework?   **YES**      **NO**  

## Delivery and assessment

Framework Developer to complete with relevant info

*The remaining sections apply to all levels and pathways within this framework.*

# How equality and diversity will be met

Instructus Digital Content Management Framework offers no barriers to entry and is intended to accommodate all learners regardless of gender, age, disability or ethnic origin.

The learning content required for the off-the-job learning can be delivered in a number of different learning styles to accommodate learner requirements.

This Apprenticeship framework is primarily designed to help new entrants into the IT workforce, thereby ensuring fair access for all that apply for the programme.

Instructus expects employers and training providers to comply with the Equality Act 2010 to ensure that applicants are not discriminated against in terms of entry to, and progression within the sector, using the protected characteristics.

All parties involved in the delivery of 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 and undertaking an Apprenticeship.

## GENDER EQUALITY

Gender imbalance remains a significant issue for the IT & Telecoms sector. Considering IT & Telecoms professional job roles across all sectors, there has been a drop of female representation from 22% in 2001 to 16% in 2016. This compares to the overall UK workforce being 48% female.

As is the case in industry, gender imbalance is prevalent across IT-related courses, and this is worsening over time throughout the education system. 15% of applicants to Computing degree courses are female and the proportion of females who sat the 2013 Computing A-Level is 6.5%, 1.3 percentage points lower than in 2012.

This under-representation of women across the whole IT & Telecoms sector has a number of causes including:

- a lack of awareness (by both individuals and career advisors) of the broad range of career opportunities available
- confusion in school teaching of ICT between IT User and IT professional roles

Instructus has initiated or participated in a number of programmes to address this gender gap and encourage girls to consider a career in IT.

## AGE OF WORKFORCE

Analysis of the period 2001-2011 shows a changing trend in the age profile of IT & Telecoms professionals. The proportion of people aged 16-29 has dropped from 33% in 2001 to 19% in 2011.

The average age of IT & Telecoms professionals working in the UK is estimated to be 39 years old, compared with 41 years old for workers more generally. Just under one half (47%) of IT

& Telecoms professionals are aged 40 or above and less than one in five (19%) are in the 16-29 age bracket.

A key contributory factor to this changing dynamic in IT & Telecoms is the effect of globalisation. The maintenance of strong apprenticeship programmes in the sector will be vital to ensure that this trend can be halted or reversed in the coming years, thereby ensuring that the sector has the pipeline of skilled professionals that it requires to move into higher level job roles in 5-10 years time.

#### ETHNICITY AND DISABILITY

The Information and communication technologies industry is one of the most ethnically diverse industries in the UK, with 13 per cent of the workforce (an increase from 8% of the workforce in 2002) coming from Black, Asian and Minority Ethnic backgrounds compared to nine per cent across the whole economy.

There is significant provision for individuals with disabilities throughout the IT & Telecoms sector with many, varied opportunities for rewarding careers at all levels. This in turn means that apprenticeships are available in a wide range of areas for those with differing levels of disability.



# On and off the job training

## Summary of on- and off-the-job training

Recognition of prior learning (RPL) is encouraged e.g. relevant content from the Welsh Baccalaureate.

Training hours are delivered during contracted working hours under an Apprenticeship agreement, or must have been completed no more than three years prior to commencing the apprenticeship.

On and off the job training hours:

- must be planned, reviewed and evaluated jointly between the apprentice and tutor, teacher, mentor or manager;
- must allow training support via a tutor, teacher, mentor or manager;
- may be delivered through one or more of the following methods: individual and group teaching, e-learning, distance learning, coaching, mentoring; feedback and assessment; collaborative/networked learning

## Off-the-job training

Off-the-job training are those learning activities undertaken away from normal work duties.

### LEVEL 3

The minimum required is 240 hours.

This is made up of:

- Qualification units: 40 hours
- Employee Rights and Responsibilities: 20 hours
- Essential Skills Wales (for apprentices without the required levels): 180 hours

### LEVEL 4

Qualification units: minimum required: 60

How this requirement will be met

Off-the-job learning will be required for the Apprentice to achieve the designated knowledge outcomes of the combined Diploma qualification. This may involve a combination of day release, block release, web based learning, mentoring and coaching.

## On-the-job training

LEVEL 3

An apprentice must receive a minimum of 416 hours on the job training

## LEVEL 4

An apprentice must receive a minimum of 535 hours on the job training

### **How this requirement will be met**

An Apprenticeship programme is fundamentally designed to be a work-based programme, whereby instructor-led learning can be immediately applied by apprentices in a real work context.

The qualifications contained in the framework reflects the overall design of an apprenticeship, containing some learning outcomes which are designed to be delivered off-the-job and some practical outcomes designed to be delivered on-the-job.

Wherever possible, the competences should be assessed holistically in the workplace, ensuring that any knowledge elements in the units are learned in the work and organisational context.

This can be recorded by any suitable means including, for example, portfolios of work, performance reviews and work logs/diaries.

An Apprentice can plan and review their use of predefined or commonly used tools and techniques for complex and non-routine activities. As a result of reviewing their work, they will be able to devise solutions in the use of these in order to improve productivity for themselves and others.

Through coaching on-the-job, they will develop transferable skills and techniques for self-help and in turn be prepared to offer support and advice to others.

Evidence of guided learning hours undertaken should be recorded in the apprentice's Individual Learning Plan, and updated at 12 week reviews throughout the programme.

On completion of the Level 3 Apprenticeship, the total number of guided learning hours can be evidenced through submission of the Combined Qualification, Essential Skills Wales and Employee Rights and Responsibilities. |

# Wider key skills assessment and recognition

While Wider Key Skills are not a **mandatory** part of the framework, training providers are encouraged to provide apprentices the opportunity to achieve them.

For this framework, there are natural opportunities for Wider Key Skills to be embedded within the mandatory units of the following qualifications:

[Enter Qualification Names]
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## Improving own learning and performance

[Give examples - signpost to specific units in framework qualifications that would meet these requirements]

## Working with others

[Give examples - signpost to specific units in framework qualifications that would meet these requirements]

## Problem solving

[Give examples - signpost to specific units in framework qualifications that would meet these requirements]

# apprenticeship **FRAMEWORK**

For more information visit-  
[www.acwcerts.co.uk/framework\\_library](http://www.acwcerts.co.uk/framework_library)