

apprenticeship FRAMEWORK

Advertising & Marketing Communications (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?

Please use this link to see if this is the latest issued version of this framework:

afo.sscalliance.org/frameworkslibrary/index.cfm?id=FR03100

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CHANGES TO REQUIREMENTS FOR APPRENTICESHIP STARTS FROM 14TH 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 2016. Apprenticeship starts before this date must continue to meet the 2013 SASW requirements for Essential Skills and Employer Rights and Responsibilities.

Alternatives for Essential Skill qualifications

Foundation apprenticeships (Level 2): Where Essential Skills qualifications are specified in a foundation apprenticeship framework (Level 2), the apprenticeship framework must specify as a Welsh certificate requirement, the acceptance of one of the following recognised proxy qualifications.

For Communication:

- a. GCSE or iGCSE qualification in English language or literature to at least grade G (Level 1 equivalent); or
- b. O Level qualification in English language or literature to at least grade E; or
- c. A/AS Level qualification in English language or literature to at least grade E; or
- d. SCQF Level 4 – Communication Core Skills (Oral communication and written communication); or
- e. SQA National 4 English; or
- f. Functional Skills or Key Skills literacy qualifications in English provided the proxy qualification(s) attained are at Level 1 or above.

For Application of Number:

- a. GCSE or iGCSE qualification in Mathematics to at least grade G (Level 1 equivalent); or
- b. O Level qualification in Mathematics to at least grade E; or
- c. A/AS Level qualification in Mathematics to at least grade E; or
- d. SCQF Level 4 – Numeracy Core Skill (Graphical Information and using number); or
- e. SQA National 4 Mathematics ; or
- f. Functional Skills or Key Skills numeracy qualifications in Mathematics provided the proxy qualification(s) attained are at Level 1 or above.

Apprenticeships (Level 3): Where Essential Skills qualifications are specified in an apprenticeship framework (Level 3), the apprenticeship framework must specify as a Welsh certificate requirement, the acceptance of one of the following recognised proxy qualifications.

For Communication:

- a. GCSE or iGCSE qualification in English language or literature to at least grade C (Level 2 equivalent); or
- b. O Level Qualification in English language or literature to at least grade C; or
- c. A/AS Level qualification in English or literature to at least grade E; or
- d. SCQF Level 5 – Communication Core Skills (Oral communication and written communication); or
- e. SQA National 5 English; or
- f. Functional Skills or Key Skills literacy qualifications in English provided the proxy qualification(s) attained is at Level 2 or above.

For Application of Number:

- a. GCSE or iGCSE qualification in Mathematics to at least grade C (Level 2 equivalent); or
- b. O Level Qualification in Mathematics to at least grade C; or
- c. A/AS Level qualification in Mathematics to at least grade E; or
- d. SCQF Level 5 – Numeracy Core Skill (Graphical information and using number); or
- e. SQA National 5 Mathematics; or
- f. Functional Skills or Key Skills numeracy qualifications in Mathematics provided the proxy qualification(s) attained are at Level 2 or above.

Higher Apprenticeships (Levels 4-7): Essential Skills requirements are as for an apprenticeship frameworks at Level 3.

CHANGES TO REQUIREMENTS FOR APPRENTICESHIP STARTS FROM 14TH OCTOBER 2016

Employer Rights and Responsibilities (ERR)

The final modification to SASW is to Employer Rights and Responsibilities (ERR) which is no longer compulsory in frameworks. Please refer to the Employer Rights and Responsibilities section within the framework document to confirm specific requirements.

Additional Information

It should be noted that SASW has also been modified to reflect existing improvements to Essential Skills Wales Qualifications. These improvements to ESW qualifications were signalled by the revised names:

- Essential Skills Wales Communication is now Essential Communication Skills (still 6 credits in size)
- Essential Skills Wales Application of Number Skills is now Essential Application of Number Skills (still 6 credits in size)
- Essential Skills Wales Information Communication Technology Skills is now Essential Digital Literacy Skills (still 6 credits in size)

Whilst there have been some amendments to the content of ESW qualifications, the most significant change has been to the assessment methodology for these qualifications.

From 1 January 2016, all new starts have had to follow the revised Essential Skill qualifications.

The updated version of SASW, and guidance documents, can be accessed here:

<http://gov.wales/topics/educationandskills/skillsandtraining/apprenticeships/providers/?lang=en&dgd>

Over the coming months, the Essential Skills section within AFO will be amended to reflect the SASW modifications and all current frameworks will be updated and reissued to incorporate these changes. In the meantime, if you are in any doubt as to the requirements of any framework then please contact the relevant Issuing Authority.

Advertising & Marketing Communications (Wales)

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Framework summary

Advertising & Marketing Communications

Higher Apprenticeship in Advertising & Marketing Communications

Pathways for this framework at level 4 include:

Pathway 1: Advertising & Marketing Communications

Competence qualifications available to this pathway:

N/A

Knowledge qualifications available to this pathway:

N/A

Combined qualifications available to this pathway:

B1 - Level 4 Diploma in Marketing Communications (Advertising) QCF

This pathway also contains information on:

- Employee rights and responsibilities
- Essential skills

Framework information

Information on the Publishing Authority for this framework:

Creative Skillset

The Apprenticeship sector for occupations in creative and digital media, broadcast, journalism, fashion and textiles, advertising and marketing communications, set crafts and photo imaging.

Issue number: 1	This framework includes:
Framework ID: FR03100	Level 4
Date this framework is to be reviewed by: 31/08/2017	This framework is for use in: Wales

Short description

Creative Industries have customarily relied on graduates to meet their higher skills needs. Following the success of the Creative & Digital Media Interactive Media Higher Apprenticeship in Wales, Advertising and Marketing Communications employers have developed a specialist framework to cover emerging needs: multi-platform working, project and business planning skills and creatives who understand traditional and digital advertising techniques.

This Level 4 Higher Apprenticeship, also provides progression routes and enables employers to access and develop talent from a more diverse workforce. Job roles covered by this framework include:

- Creatives including digital roles;
- Creative service;
- Client service;
- Advertising account executive.

Contact information

Proposer of this framework

Employers and industry bodies supporting this development include Golly Slater, Elevator Media, Mela Media, Equinox Communications, Burning Red, Coup Media and Jam Jar PR.

Developer of this framework

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Purpose of this framework

Summary of the purpose of the framework

Over the last decade, the Creative Media Industries have grown at twice the rate of the economy as a whole and these industries are playing an incredibly important role in the economic, social and cultural life of Wales. The Welsh Government has identified Creative and Digital Media as one of its nine priority sectors as part of the Economic Renewal Programme.

<http://wales.gov.uk/docs/det/report/100705anewdirectionen.pdf>

Approximately 22,600 people work in the creative media footprint in Wales, approximately 7% of the UK total. The largest sectors are TV (5,980) Interactive Media (4,350) and Advertising (3,690). There are an estimated 1,300 creative media companies in Wales and small to medium sized business dominate. 28% of the workforce is freelance, higher than the UK average of 25%. Along with the 3,690 identified as working specifically in the Advertising and Marketing Communications industry in Wales, there are another 8,000 working in Advertising and Marketing Communications related roles for employers outside of the core creative industries.

Following the success of the Creative and Digital Media Apprenticeship in Wales, and the introduction of the Interactive Media Higher Apprenticeship, Advertising & Marketing Communications employers identified the need for a framework to be developed specifically for entry level roles in the Advertising and Marketing Communications industry. This also responds to the industry's current and future skills needs; including the move to integrated digital functions within agencies. It provides an alternative route to degree level provision and entry into what has historically been a graduate industry. One of the aims of this Apprenticeship is to increase the diversity of the workforce to greater reflect the audience the industry serves.

Roles and skills gaps that were identified included:

- Multi-platform all-rounders (including IT support staff working between platforms);
- Management and leadership;
- Commercial/Business skills;
- Sales skills;
- Digital Strategy/Planning;
- Creative Technology;
- Creatives that understand digital.

Throughout the Apprenticeship development process, Creative Skillset worked with employers and providers across Wales. The qualification component of the framework was developed with Awarding Organisations and industry experts, to ensure it meets the needs of the changing world of Advertising & Marketing Communications.

Creative Skillset supports the Welsh Government's vision for Apprenticeships not to be separated from academic routes. In "Skills that work for Wales" the Creative Media Industries are considered of strategic importance.

Aims and objectives of this framework (Wales)

The aim for this new Higher Apprenticeship in Advertising and Marketing Communications, is to attract and develop creative and digitally competent work ready apprentices, who are multi-skilled and can work across different technologies. The Higher Apprenticeship also contains job specific content for those who may work in larger agencies and specialise in certain job roles.

Objectives for this Higher Apprenticeship is to:

- provide a non-traditional route into the industries, which have historically been dominated by graduates;
- provide an entry route for under-represented groups;
- allow employers to add value to their organisations by bringing in new expertise, techniques and use of technology;
- help Advertising and Marketing Communication employers in Wales address any recruitment or retention issues;
- equip new entrants with the transferable skills to undertake more varied roles that are required to improve the competitiveness and sustainability of the Welsh Creative Media Industries;
- offer sufficient flexibility within the framework to ensure that it can be used to support entry into various roles within the Advertising and Marketing Communications industry in Wales;
- provide flexible routes into a variety of job roles in the industry and into Higher Education.

Creative Skillset will carry out ongoing monitoring and evaluation to assess the extent to which the framework meets the objectives above. As and when required, Creative Skillset will work with employers to update the content of the framework to respond to the fast moving changes within the Creative Industries.

Entry conditions for this framework

New entrants to the Creative Industries must have an understanding and appreciation of different technologies, along with general knowledge and soft skills; including the capacity to work efficiently and in teams. Employers are looking for work-ready individuals who have the right attitude, strong communication and IT skills and a strong passion for the subject area. Employers are encouraged to get involved in the recruitment and selection stages, to ensure they get to know the apprentices before their employment.

For Advertising & Marketing Communications apprentices, the ability to network, communicate confidently and market their own skills and achievements provide a useful base to build on for this Apprenticeship.

Apprenticeship applicants are welcomed from a range of diverse backgrounds and it anticipated that they may have a range of experiences, achievements and/or qualifications. The demonstration of relevant, transferable prior learning and achievement will form an important part of an apprentice's selection process. For Advertising & Marketing Communications apprentices, the ability to network, communicate confidently and market their own skills and achievements provide a useful base to build on for this Apprenticeship.

The minimum qualification entry requirements for entry into this Higher Apprenticeship in Advertising and Marketing Communications are the achievement of:

- GCSE qualification in English at grade C or above; **OR**
- GCSE qualification in English (with enhanced functional content) at grade C or above; **OR**
- Essential Skills Wales or Key Skills Wales qualification in Communication at level 2.

and

- GCSE qualification in Mathematics at grade C or above; **OR**
- GCSE qualification in Mathematics (with enhanced functional content) at grade C or above; **OR**
- Essential Skills Wales or Key Skills Wales qualification in Application of Numbers at level 2.

Apart from those specified above, there are no other specific qualification requirements for entry onto this Apprenticeship; examples of achievements that may provide a useful introduction may include:

Qualification achievements

- Learning from the 14-19 Pathways;
- Qualifications in the Welsh Baccalaureate;
- Wider Key Skills;
- Essential Skills Wales;

- Provision within the Quality Assured Lifelong Learning Pillar of the CFQW;
- GCSE, A Levels or National Diplomas in media related subjects;
- Completed a Level 3 Apprenticeship in Creative and Digital Media, or IT or Social Marketing or Digital Marketing or other related subjects;
- Foundation Apprenticeships, particularly in creative and digital skills development subjects.

Please note - This list is not exhaustive and other qualifications may also provide a useful grounding in the sector.

Other non-qualification achievements that may be useful include:

- a portfolio of evidence from work experience;
- non-accredited courses;
- volunteering;
- having previously worked, or be, working in the sector.

Please note that processes exist to ensure that candidates with prior knowledge, qualifications and experience are not disadvantaged by having to repeat their learning. Training Providers and Awarding Organisations will be able to advise on the current rules for accrediting prior learning and recognising prior experience. If the candidate has already achieved the following mandatory units:

- Awareness of employment in the creative media sector;
- Awareness of health and safety in the creative media sector.

Direct credit transfer will apply as specified above.

Level 4

Title for this framework at level 4

Higher Apprenticeship in Advertising & Marketing Communications

Pathways for this framework at level 4

Pathway 1: Advertising & Marketing Communications

Level 4, Pathway 1: Advertising & Marketing Communications

Description of this pathway

Advertising & Marketing Communications

Total minimum credit value for this pathway is **108** credits.

Combined Qualification Level 4 Diploma in Marketing Communications (Advertising) QCF - 90 credits.

Essential Skills Wales Communication, Application of Numbers and IT - 18 credits.

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

There are no additional requirements other than the general entry conditions.

Job title(s)	Job role(s)
Creatives	Creatives within the Advertising & Marketing Communications industry are responsible for the creative ideas and communications solutions developed for clients. They may produce concepts, write copy for varied media, develop visual designs or develop and maintain interactive content.
Creative Service	Creative Service involves tasks found in Client Service roles, but there is also the need for involvement in some elements of the Creatives role including visual design.
Client Service	Client Service scope, organise and secure the platforms and channels needed to present the Advertising & Marketing Communications solutions developed by the Creatives. This may involve them quality assuring content, planning channel and platform usage and buying this.
Advertising Account Executive	Advertising Account Executives act as the link between one or more clients and the rest of the agency. The executive is responsible for the daily management of one or more clients' advertising campaigns. They work within a project and create marketing communications solutions meeting client briefs.

Qualifications

Competence qualifications available to this pathway

N/A

Knowledge qualifications available to this pathway

N/A

Combined qualifications available to this pathway

B1 - Level 4 Diploma in Marketing Communications (Advertising) QCF					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
B1a	600/6698/2	AIM Awards	90	476-547	N/A

Relationship between competence and knowledge qualifications

The combined qualification includes both competence and knowledge units. The split between knowledge and competence credits achieved will vary from learner to learner, depending on the optional units chosen. By undertaking the mandatory units, 22 credits of knowledge and 10 credits of competence will be achieved.

Knowledge and competence will be assessed separately within the qualification. Examples of knowledge assessment could be in the form of group classroom technical activity, specific technical workshop sessions and on-line platform study. Competence assessment could be in the form of a portfolio of products under development, 1-1 on-site delivery and planned assessment visits in the work place.

Candidates are required to achieve a minimum of **90 credits (476 GLH)** from the units listed below:

Mandatory units - 32 Credits (187 GLH):

- Awareness of employment in the creative media sector L/600/9037;
- Awareness of health & safety in the creative media sector D/600/8510;
- Theories, practice and standards in Marketing Communications - Advertising L/504/3078;
- Understanding own marketing communications - advertising employer and its market J/504/3077;
- Identifying clients' operating contexts, portfolios and current marketing communications - advertising J/504/3080;
- Understanding clients' needs and priorities for marketing communications - advertising L/504/3081;
- Collaborative working within marketing communications - advertising R/504/3082.

Optional units - minimum 58 credits (289 GLH). Candidates will take a selection of units depending on their job role:

- Identifying and understanding target audiences for marketing communications - advertising D/504/3084;
- Producing creative marketing communications - advertising concepts and solutions for clients H/504/3085;
- Producing copy for use in marketing communications - advertising M/504/3087;
- Producing visual design for use in marketing communications - advertising H/504/3099;
- Quality assuring marketing communications - advertising content T/504/3088;
- Using digital channels, platforms and social networks to deliver marketing communications -advertising A/504/3089;
- Planning platform or channel use F/504/3093;
- Buying channel or platform space or time L/504/3095;
- Presenting marketing communications - advertising solutions D/504/3098;
- Communicating using digital marketing/sales channels T/502/8624;
- Designing & developing a website L/601/3315;
- Website software R/502/4631;
- Imaging software R/502/4614;
- Database software T/502/4556;
- Designing and developing procedural computer programs T/601/3311;
- Designing and developing object-oriented computer programs T/601/3308;
- Develop & extend critical and creative thinking skills K/601/6464;
- Design Development, Creativity and Business Development R/501/8389;
- Leadership and People Management in the Design and Creative Industries J/501/8390;
- Intellectual Property Management in the Design and Creative Industries L/501/8391;
- Design Project Management for Creative Practitioners R/501/8392;
- Doing Business Globally Y/501/8393;
- Optimise web pages for search engines D/504/6244;
- Manage on-line engagement R/504/6094;
- Communicating using Digital Marketing / Sales Channels T/502/8624

Links to National Occupational Standards (NOS)

- Mandatory units are based on National Occupational Standards Marketing Communications - Advertising 2012.

Within the optional units:

- Advertising orientated units are based on National Occupational Standards for Marketing Communications - Advertising 2012;
- Digital/IT User units are based on National Occupational Standards IT User 2009 and Interactive Media and Computer Games 2012;
- the unit, Develop & Extend Critical and Creative Thinking Skills is based on National Occupational Standards Design 2009; and the unit, Communicating using digital

marketing/sales channels is based on the Sales NOS 2010.

Creative Skillset has contacted the relevant Sector Skills Councils/Bodies to inform them of the use of contextualised optional units within the framework linked to the relevant NOS stated above.

Transferable skills (Wales)

Essential skills (Wales)

	Minimum level	Credit value
Communication	2	6
Application of numbers	2	6
IT	2	6

Progression routes into and from this pathway

Into the framework

The minimum qualification requirements for entry into the Higher Apprenticeship in Advertising and Marketing Communications are the achievement of:

- GCSE in English at Grade C or above; **OR**
- GCSE qualification in English (with enhanced functional content) at grade C or above; **OR**
- Essential Skills Wales qualification in Communication at level 2.

and

- GCSE qualification in Mathematics; **OR**
- GCSE qualification in Mathematics (with enhanced functional content) at grade C or above; **OR**
- Essential Skills Wales qualification in Application of Numbers at level 2.

Apart from those specified above, there are no other specific qualification requirements for entry onto this Apprenticeship; examples of achievements that may provide a useful introduction may include:

Qualification achievements

- Learning from the 14-19 pathways;
- Qualifications in the Welsh Baccalaureate;
- Principal Learning (Creative Media;)
- completion of a Level 3 Apprenticeship in Creative and Digital Media;
- completion of a Level 3 Apprenticeship in Marketing or Social Marketing or Digital Marketing or other related subject;
- GCSE, A Levels or National Diplomas in Media or ICT related subjects;

- Essential Skills Wales;
- Wider Key Skills;
- Provision within the Quality Assured Lifelong Learning Pillar of the CFQW;
- a (14-19) Foundation or Higher Diploma, especially those which incorporate creative and digital skills development.

Please note - This list is not exhaustive, and other qualifications may also provide a useful grounding in the industry.

Other non-qualification achievements that may be useful include:

- a portfolio of evidence from work experience;
- non-accredited courses;
- volunteering;
- having previously worked or are working in the sector.

Progression routes from the Higher Level Apprenticeship in Advertising & Marketing Communications

The apprentice will be able to progress to employment, self-employment, or to further study. With further experience, apprentices could move into roles such as:

- Art Buyer;
- Digital Producer;
- Digital Project Manager;
- Advertising Account Manager.

Further work-based learning

- Continuous Professional Development (CPD) within the job role attained.

For apprentices working for IPA member bodies, they may move onto working towards the achievement of the IPA Foundation Certificate. The IPA Foundation Certificate will also be available to apprentices of non-member organisations, if their employer requires them to undertake this. It is anticipated that candidates wishing to take the Foundation Certificate will take this towards the latter stages of the apprenticeship when knowledge and competence will be further developed or following completion of the apprenticeship. For details of the IPA Foundation Certificate, go to <http://www.ipa.co.uk/Pag e/Professional-Qualifications>

For apprentices working for MAA member companies, progression training may include the achievement of the MAA Diploma in Integrated Marketing. Again, it is anticipated that candidates wishing to take the MAA Diploma in Integrated Marketing will take this towards the latter stages of the apprenticeship when knowledge and competence will be further developed.. For details of the MAA Diploma in Integrated Marketing, go to <http://www.marketingagencies.org.uk/our-training#diploma-in-integrated-marketing>

Higher Education progression

- Progression from the Higher Apprenticeship in Advertising & Marketing Communications should be articulated to the relevant Higher level programmes of learning. Apprentices can progress to higher or professional levels such as:
- Foundation Degrees,
- Higher National Diplomas/Certificates,
- BA Honours Degrees and related professional courses in subjects including: Advertising, Public Relations and Media, Media and Communication Studies, Design or ICT.

Specific Welsh Higher Education opportunities are as follows:

University of South Wales

- BA in Advertising;
- BA (Hons) Media Technology.

Swansea Metropolitan University

- BSC (Hons) Multimedia;
- BA (Hons) Interactive Digital Media.

Progression arrangements into Higher Education, both formal and informal, should be explored and supported, as this will help to strengthen local partnerships and support progression opportunities through the range of vocational and academic provision. For further information on career progression within the Advertising & Marketing Communications industry, please go to: http://creativeskillset.org/creative_industries/advertising_and_marketing_communications

UCAS points for this pathway: N/A

Employee rights and responsibilities

All ERR outcomes must be delivered and assessed at relevant points on and off the job, in an approach agreed between the employer, apprentice and training provider. Underpinning knowledge of ERR is addressed in the Combined qualification (B1) for the pathway through the following units:

- Unit title: Awareness of employment in the creative media sector (6credits, 40 GLH) unit ref: L/600/9037
- Unit title: Awareness of health and safety in creative media sector (2 credits, 15 GLH) unit ref: D/600/8510

Relevant ERR outcomes must be delivered and assessed during induction programmes, organised by the provider and employer, and be specific to the occupational area and job role e.g. "Can describe and work within their organisation's principles and codes of conduct". Other outcomes must be delivered and assessed in the workplace at a later point, once the apprentice has a better understanding of the environment, e.g. "Recognises and can form a view on issues of public concern that affect their organisation and industry". The first three mandatory units in the Combined competence and knowledge qualification (B1), are ideal ways of reiterating some of the ERR outcomes and these will be explained in the template provided by Creative Skillset.

Evidence

ERR must be included in the induction process and at relevant times in the programme, as knowledge gained during induction can be used as evidence for the ERR requirements of this framework. ERR must be completed by the end of the Apprenticeship period, and training providers will be required to submit proof of the achieved Combined qualification (B1) to the "certifying authority" in order to evidence completion of ERR. For further detail on the signposting and documentation for ERR, please e-mail apprenticeships@creativeskillset.org

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

How equality and diversity will be met

The Labour Force Survey (2010) stated that women represent 39% of the Welsh workforce in advertising, with Black, Asian and Minority Ethnic groups (BAME) making up less than 1% of the Welsh workforce. 32% of the workforce are aged from 35 to 49 years old.

Historically, Advertising & Marketing Communications employers have expected new entrants to be educated to at least degree level (50% of the workforce) and, as a result, there is a large pool of untapped talent. There also continues to be an oversupply of aspiring entrants and 25% of the Creative Media workforce have reported that they undertook unpaid work placements in order to gain employment; this presents a barrier to those individuals who cannot afford to work for free in order to gain employment. Creative Industries employers face skills shortages and cannot recruit the talent they need, yet take up of apprenticeships by these employers is low: only 5% of Creative Media businesses have ever offered an apprenticeship.

This framework aims to:

- Provide an alternative non-graduate entry route into the industry;
- Increase the diversity of the workforce to greater reflect the diversity of the customer base;
- Increase the apprenticeship opportunities with the Creative Industries footprint.

Entry conditions to this Apprenticeship do not discriminate against any individuals, with the Apprenticeship being open and accessible to all potential apprentices. Training providers and employers must also comply with the Equality Act 2010

<http://www.equalityhumanrights.com/advice-and-guidance/new-equality-act-guidance/> to ensure that applicants are not discriminated against in terms of entry to and promotion within the industry, using the protected characteristics of:

- age;
- disability;
- gender;
- gender re-assignment;
- marriage and civil partnership;
- pregnancy and maternity;
- race;
- religion or belief;
- or sexual orientation.

Creative Skillset is passionate about promoting diversity and is seeking and sharing good practice across delivery partners, in order to highlight positive examples of marketing and

communication materials, and other strategies and activities used to break down barriers to entry and to ensure a more diverse talent base. Creative Skillset is also marketing and communicating this framework to ensure consistency of message and is involved in a number of activities such as:

- Targeted training initiatives to get new talent from under-represented groups into the industry;
- Use of National Occupational Standards and Labour Market Intelligence to inform accurate careers information, advice and guidance;
- Providing links to training providers working with under represented groups;
- Providing links to organisations that provide media training, support and information to people with disabilities;
- Raising awareness of the under representation of people with disabilities in the industry's workforce by monitoring employment trends, identifying barriers to training and development and sharing that information with partners.

The Welsh Language Scheme

- 34% of Welsh employers report a gap in language skills;
- 33% of Welsh employers reported that Welsh language skills are difficult to obtain in applicants direct from education.

The Welsh Language Scheme is a key feature of the Creative Media Industries in Wales; 29% of the creative media workforce speaks Welsh, compared to 21% for the whole economy. The economic benefits of Welsh language are also increasingly being recognised, both by employers and employees across Creative Skillset's footprint. Developing, promoting and improving Welsh language skills is therefore one of Creative Skillset Cymru's key priorities.

For more details on research into the make-up of the sector, Creative Skillset's Diversity Policy and strategy and links to other diversity activities see the Creative Skillset website

www.creativeskillset.org/diversity

On and off the job training (Wales)

Summary of on- and off-the-job training

The minimum on-the-job and off-the-job training for the Advertising and Marketing Communications Higher Apprenticeship is **539** hours. This includes the accredited on and off the job training in the combined qualification, non-accredited on and off the job training activities such as induction and mentoring, Essential Skills Wales, and the time for Wider Key Skills and ERR to be achieved.

Off-the-job training

Off the job training is defined as time for learning activities away from normal work duties. For this pathway, the minimum amount of off the job training is **375** hours.

- 165 hours - Knowledge element of the Combined qualification (B1) Level 4 Diploma;
- 60 hours - Level 2 Application of number Essential Skills Wales;
- 60 hours - Level 2 Communication Essential Skills Wales;
- 60 hours - Level 2 IT Essential Skills Wales;
- 15 hours - Induction, relevant coverage of ERR;
- 15 hours minimum - Mentoring, reviews, pastoral care, sign-posting ERR.

How this requirement will be met

Off the job learning takes place away from the pressures of the workplace. Off the job learning hours in this framework are covered by a number of accredited and non-accredited activities which should ensure that the apprentice benefits from a rich learning experience throughout the framework.

Off the job learning should:

- Achieve clear and specific outcomes which contribute directly to the successful achievement of the framework and this may include accredited and non-accredited elements of the framework;
- Be planned, reviewed and evaluated jointly between the apprentice and a tutor, teachers, mentor or manager;
- Allow access as and when required by the apprentice either to a tutor, assessor, mentor or manager;
- Be delivered during contracted hours.

Providers and employers are encouraged to deliver the hours through innovative, engaging and relevant methods.

Activities could include: individual and group teaching; e-learning and/or e-assessment; distance learning; coaching; mentoring; feedback and assessment; collaborative/networked learning with peers; guided study; inductions; project work; setting briefs. It is important that apprentices record their off the job learning experiences e.g in a log book, e-portfolio/portfolio, blog or diary.

Other evidence of off-the-job training that should be collated:

- A completion certificate for the Combined qualification (B1) for the pathway (to also verify completion of ERR);
- Evidence of achievement of Essential Skills Wales;
- Reflective notes on induction, mentoring, reviews and pastoral care activities;
- Completion and sign-off of ERR form.

Training hours delivered under an Apprenticeship agreement may vary depending on the previous experience and attainment of the apprentice. The amount of off-the-job training required to complete the Apprenticeship under the Apprenticeship agreement may then be reduced accordingly, provided the total number of off-the-job hours for the framework can be verified.

Previous attainment

Where a candidate enters an Apprenticeship agreement having previously attained parts of the Combined qualification, this prior learning needs to be recognised using either Qualifications and Credit Framework (QCF) credit transfer for the achievements within the QCF; or through recording of exemptions for certificated learning outside of the QCF, for example, Principal Learning qualifications.

Previous experience

Where a candidate enters an Apprenticeship agreement with previous related learning experience, this needs to be recognised (see QCF Guidance on Claiming Credit for further details). To count towards Apprenticeship certification, previous learning experience must be recorded using the appropriate Awarding Organisation's QCF "Recognition of Prior Learning" procedures and the hours recorded may then count towards the off-the-job hours required to complete the Apprenticeship. For apprentices with uncertificated learning experience, the off-the-job learning must have been acquired within two years of application for the Apprenticeship certificate of apprentices must have been employed in the relevant job role for two years duration. Due to the fast paced changes to technology within the Creative Media Industries, it is essential that off-the-job training counted towards this framework is current and can be quickly updated, and the use of initial assessments should clearly identify any

additional training requirements.

On-the-job training

The minimum on-the-job training time is **164** hours made up as follows:

- 149 hours minimum - competence element of the Combined qualification (B1);
- 15 hours minimum - non-accredited training activity; mentoring, progress reviews, pastoral care, signposting of ERR and Wider Key Skills.

How this requirement will be met

On-the-job learning hours in this framework are covered by the accredited and non-accredited activities which should be used to demonstrate the competence gained on the job, and will include additional hours to enhance the apprentice's training experience and ensure they are work ready.

On-the-job training hours should:

- Achieve clear and specific outcomes which contribute to the successful achievement of the framework and this may include accredited and non-accredited elements of the framework;
- To be planned, reviewed and evaluated jointly between the apprentice and a tutor, teacher, mentor or manager;
- Allow access as and when required by the apprentice either to a tutor, assessor, mentor or manager;
- Be delivered during contracted working hours.

Providers and employers are encouraged to deliver the training through innovative, engaging and relevant methods. Activities could include:

- Individual and group teaching;
- Coaching;
- Mentoring;
- Feedback and assessment;
- Collaborative/networked learning with peers;
- Guided study;
- Inductions;
- Project work and set briefs.

It is important that apprentices record their on-the-job learning experiences e.g in a log book, e-portfolio/portfolio, blog or diary.

Evidence of on-the-job learning

- Completion certificate for the Combined qualification (B1) (to also verify completion of the ERR);
- Reflective notes on induction, mentoring, reviews and pastoral care activities;
- ERR form completed and signed off.

The on-the-job training hours required may vary, depending on previous experience and attainment of the apprentice. Where a learner enters an Apprenticeship agreement having previously attained or acquired the appropriate competencies, this prior learning needs to be recognised and documented using the relevant QCF credit transfer, QCF exemption or Recognition of Prior Learning (RPL) procedures (as off-the-job above). The amount of on-the-job training required to complete the Apprenticeship under the Apprenticeship agreement may then be reduced accordingly, providing the total number of on-the-job hours for this framework can be verified for Apprenticeship certification.

Previous attainment

Where a learner enters an Apprenticeship agreement having previously attained parts of the relevant combined qualification, this prior learning needs to be recognised using either Qualifications and Credit Framework (QCF) credit transfer for achievements within the QCF; or through recording exemptions for certificated learning outside of the QCF, for example Principal Learning qualifications. For apprentices who have already achieved elements of the combined qualification, they must have been certificated within two years of applying for the Apprenticeship certificate.

Previous experience

Where a learner enters an Apprenticeship agreement with previous work-related experience, this prior learning needs to be recognised (see QCF Guidance on Claiming Credit for further details). To count towards Apprenticeship certification, previous experience must be recorded using the appropriate Awarding Organisation's QCF "Recognition of Prior Learning" procedures and the hours recorded may count towards the on-the-job hours required to complete the Apprenticeship. For apprentices with prior uncertificated work-related experience, the on-the-job learning experience must have been acquired within two years of application for the Apprenticeship Certificate or apprentices must have been continuously employed in the relevant job role in the industry for two years duration.

Due to the fast paced changes in technology within the creative media industries, it is essential that on-the-job training counted towards this framework is current or can be quickly updated, and the use of initial assessments should clearly identify any additional training requirements.

Wider key skills assessment and recognition (Wales)

Improving own learning and performance

There are natural opportunities for this Wider Key Skill to be embedded within the following mandatory units in the Combined qualification (B1):

- Awareness of Employment in the creative media sector L/600/9037;
- Awareness of health and safety in the creative media sector D/600/8510;
- Theories, practices and standards in marketing communications-advertising L/504/3078;
- Understanding own marketing communications-advertising employer and its market J/504/3077.

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

Working with others

There are natural opportunities for this Wider Key Skill to be embedded within the following mandatory units in the Combined qualification (B1).

- Awareness of employment in the creative media sector L/600/9037;
- Understanding clients' needs and priorities for marketing communications - advertising L/504/3081;
- Collaborative working within marketing communications - advertising R/504/3082.

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

Problem solving

There are natural opportunities for this Wider Key Skill to be embedded within the following mandatory and optional units in the Combined qualification (B1).

- Awareness of employment in the creative media sector L/600/9037;
- Identifying clients' operating contexts, portfolios and current marketing communications - advertising J/504/3080;
- Presenting marketing communications - advertising solutions D/504/3098.

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

Additional employer requirements

There are no additional employer requirements.

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