Person specification for the role of Multi-Channel Marketer

Essential	Desirable
Assess and document apprentice competence against Apprenticeship Standards either at designated venues or remotely, using the stated assessment methods.	Experience of producing clear, accurate and concise written reports, including remarks/enquiries about results.
Provide advice and support on End- point Assessment sites and to the End-point Assessment team.	Experience of preparing for & presenting to a target audience
Participate in standardisation activities to ensure a consistent approach to Endpoint Assessment	Experience of marking and grading assessments
Maintain a thorough knowledge of City & Guilds End-point Assessment policies and procedures	D32, D33, A1 or Level 3 TAQA or equivalent, - or work towards any of the qualification.
Have the competence to assess the apprentice at the level of this apprenticeship and hold any required qualifications and experience in line with the requirements of the independent assessor as detailed in the IQA section of the EPA plan.	
Understand the occupational standard and the requirements of this EPA.	
Have, maintain and be able to evidence, up-to-date knowledge and expertise of the occupation.	
Have recent relevant experience of the occupation or sector to at least occupational level 4 gained in the last 3 years or significant experience of the occupation or sector.	
Essential Skills: ➢ Proficient IT skills ➢ Analytical, critical thinking skills ➢ Excellent interpersonal skills ➢ Excellent written & verbal communication skills ➢ Organisational skills and the ability to prioritise. ➢ Ability to work independently.	