Overview of the role

Identifying, designing, and delivering practical improvements in how work gets done across business functions, using AI and automation.

Contents

Standard in development
L4: Artificial intelligence (AI) automation
Version 0.0

Title of occupation

Artificial intelligence (AI) automation

UOS reference number

ST1512

Core and options

No

Level of occupation

Level 4

Occupational maps data

Route:
Pathway:
Cluster:

Typical duration of apprenticeship

18 months

Resubmission

No

Would your proposed apprenticeship standard replace and existing framework?

No

Does professional recognition exist for the occupation?

No

Regulated occupation

Is this a statutory regulated occupation?

No

Occupational summary

This occupation is found in a wide range of sectors and organisations that rely on digital tools, online systems, and data-driven processes to operate efficiently. This includes professional services, education, health, logistics, retail, technology, creative industries, and manufacturing. The role is not sector-specific but rather function-specific, supporting operational delivery and improvement wherever digital workflows exist. Employees in this occupation are typically embedded in operational teams, working in digital support roles, or in change delivery functions, and are also employed by consultancies or service providers helping organisations optimise internal and customer-facing processes. The occupation is not sector specific but function specific-an employee in this occupation will be identifying and implementing AI, automation and digital solutions to deliver improvements across all sectors and industries and includes private, public and third sector, and all sizes of organisations from small to large.

The broad purpose of the occupation is to enhance productivity, streamline processes, and support continuous improvement through the intelligent use of automation, integration, and AI tools. They understand, select, and implement appropriate digital solutions to address inefficiencies in existing systems. Their work is focused on solving real-world challenges that slow down business operations: manual tasks, duplicated data entry, unintegrated tools, and inefficient workflows. They play a key role in unlocking time and cost savings across teams and departments by supporting organisations to realise the potential for AI, automation and digital solutions to improve efficiency, accuracy or productivity.

In their daily work, an employee in this occupation interacts with internal stakeholders across a variety of teams such as operations, service delivery, customer support, or finance, depending on the organisation. They may also engage with external suppliers or digital tool providers to implement new systems or assist with integrations. They report to team leaders, service managers or project owners and work closely with colleagues to analyse existing ways of working. They use communication, collaboration, and feedback skills to align their automation work with wider organisational goals.

An employee in this occupation will be responsible for identifying opportunities to improve workflow efficiency and productivity using digital tools. They will analyse current systems and processes, recommend improvements, and then build or configure low-code and no-code solutions including AI-driven automations. They are responsible for the implementation of safe, secure and ethical use of digital systems and for ensuring that improvements align with organisational policies and user needs. They will

support with user adoption, facilitating the responsible, safe and ethical use of AI, automation and digital solutions.

While they are not expected to lead teams, they are responsible for taking ownership of specific projects or tasks that deliver tangible operational value.

Typical job titles

Ai integration officer Automation enablement consultant Business process support executive Digital automation specialist Digital operations technician Digital productivity consultant Junior innovation consultant Process automation analyst Technology operations coordinator Workflow solutions assistant

Are there any statutory / regulatory or other typical entry requirements?

No

Occupation duties

Duty	KSBs
Duty 1 Analyse existing workflows and business processes, respecting the impact this may have on the organisation and workforce.	K1 K2 K4 K5 K19 K23 K24 K25 K26 S2 S3 S4 S6 S20 S23 S24 B2 B5
Duty 2 Identify and prioritise inefficiencies and bottlenecks and AI and automation opportunities.	K3 K5 K9 K14 K22 S3 S6 S12 S13 S14 S20 B1 B2
Duty 3 Evaluate available tools and platforms for automation.	K5 K9 K14 K15 K24 K25 S6 S9 S10 S12 S13 S20 S23 S24 B1 B4
Duty 4 Facilitate and support with the design and delivery of workshops and solution design sessions.	K16 K20 K21 K22 K25 S2 S4 S17 S19 S24 B1 B3 B4
Duty 5 Simplify processes and design implementable workflows that exploit AI and automation.	K1 K18 K22 K23 B3

Duty	KSBs
Duty 6 Configure low-code and no-code tools to solve problems.	K5 K9 K10 K11 S7 S8 S9 S13
Duty 7 Use AI, automation and digital solutions to add value. For example, chatbots, summarisation, Robotic Process Automation - RPA, and automation platforms such as cloud SaaS/PaaS services.	K5 K6 K25 S11 S13
Duty 8 Develop, document and test integrated digital workflows.	K2 K3 K12 K13 K14 K15 K19 K25 S8 S9 S11 S17
Duty 9 Communicate and keep colleagues, stakeholders and line managers informed on progress.	K22 K23 K24 S14 S20 S21 S23 B1
Duty 10 Provide training and or user guides for adopted tools.	K11 K16 K22 K23 S11 S18 S22 B3
Duty 11 Support teams in change management and adoption.	K3 K11 K13 K14 K16 K22 K23 K24 S2 S4 S5 S10 S18 S19 S21 S22 S23 B3 B4
Duty 12 Monitor and refine automations over time.	K3 K7 K12 K15 S9 S11 B2
Duty 13 Measure and report on productivity and efficiency savings.	K7 K16 K17 K18 K23 S2 S4 S10 S12 S13 S14 S15 S16 B1 B5

Duty	KSBs
Duty 14 Ensure compliance with digital ethics, security, and privacy considering implications of on-premise, cloud-based or third party automations.	K8 K12 K19 S8 S14 S21 B2 B5
Duty 15 Keep up to date with AI and automation trends, opportunities, and risks to inform current and future practice.	

KSBs

Knowledge

K1: Business fundamentals. Organisational structure, function, vision, values and drivers such as customer experience, waste reduction or increased productivity to support process improvement.

K2: Regulations, codes of practice, policies, confidentiality, licences and legal requirements such as security threats, data protection and GDPR.

K3: Improvement methodologies and change management models.

K4: Methods to identify short, medium and long term productivity improvements and evaluate possible solutions based on organisational constraints such as budget, time and resource.

K5: Methods to identify opportunities to enhance productivity such as improve processes, reduce waste, increase satisfaction or optimise outcomes.

K6: AI, automation and digital tools.

K7: The capabilities, benefits and risks of automation, generative AI and digital tools including responsible use and ethical considerations.

K8: The capabilities, risks and implications of on-premise, cloud-based and third party automations.

K9: AI and automation concepts, models and limitations.

K10: Sources of error and algorithmic bias, including how they may be affected by choice of dataset and methodologies applied, and the impact on the user and or organisation.

K11: User requirements when designing and implementing AI, automation and digital solutions.

K12: Accessibility guidelines for example the web content accessibility guidelines, EN301549 and section 508 and how these assist users.

K13: Design approaches to user experience (UX) such as user centred design (UCD), data-led design and experimental testing.

K14: Methods to solve problems for example testing and evaluating solutions, using test data and results, feasibility, and user testing.

K15: Principles and application of testing methodologies.

K16: Principles of human oversight and human-AI teaming to achieve shared outcomes.

K17: Feedback and evaluation loops to improve systems, productivity and performance.

K18: Principles for sustainable solutions, that support organisational strategies and objectives.

K19: Methods to identify system vulnerabilities and mitigate threats or risks to assets, data and cyber security.

K20: Best practice and methods to deliver training to technical and non technical user groups such as group dynamics, learning styles, supporting materials and platform delivery.

K21: Methods to develop resources such as manuals, user guides and training materials.

K22: Communication types. Methods to adapt communication to meet stakeholder requirements for example technical and non technical audiences, training manuals, standard operating procedures or user guides.

K23: Methods that can be used to collaborate with others.

K24: Techniques to support project management delivery.

K25: Approaches to maintaining up-to-date knowledge of existing, evolving and emerging technologies and sector trends.

K26: The benefits of wellbeing and safe working practices.

Skills

S1: Follow policies and procedures on data and information security to ensure the safe and ethical management and use of information.

S2: Follow ethical, responsible and safe working practices respecting confidentiality and sensitive commercial organisational matters.

S3: Undertake analysis to ascertain if AI, automation or digital systems are viable. For example data quality and process maturity.

S4: Adapt approach when implementing AI, automation and digital solutions that impact the workforce. As examples positive and negative reactions, challenges related to new ways of working, redeployment, displacement and or redundancy.

S5: Support with the implementation and adoption of change.

S6: Review and complete workflow and process mapping to identify problems, bottlenecks or inefficiencies.

S7: Use automation design tools for example Zapier, Make and Power Automate.

S8: Establish prompts and reiterate.

S9: Utilise available tools and data to undertake root cause analysis.

S10: Utilise AI, automation and digital tools to handle and manage data.

S11: Integrate, test and reiterate use of tools via application programming interfaces (APIs).

S12: Trouble shoot problems, collaborating on the course of action to be followed, including identifying opportunities to deliver automation.

S13: Support in the identification and evaluation of opportunities for increased productivity. For example use of low and no code tools, streamlining processes and use of AI platforms.

S14: Make evidence based suggestions to support outcomes and facilitate improvement. For example cost benefit analysis.

S15: Provide evidence such as data to report on productivity and efficiency savings and the opportunities for automation.

S16: Contribute to sustainable and efficient AI, automation and digital systems and solutions.

S17: Deliver training to technical and non technical user groups utilising training materials.

S18: Contribute to the development of resources such as user guides, training materials, process documents to meet user requirements.

S19: Work collaboratively to deploy AI and automation improvement strategies.

S20: Undertake data analysis, preparation, and conversion.

S21: Present and communicate information for example verbally, in writing, via presentations, or through the use of digital channels.

S22: Work with others to achieve agreed outcomes or outputs.

S23: Use project management principles, techniques and tools.

S24: Keep up to date with existing, evolving, emerging technologies and sector trends in AI, automation and technology.

Behaviours

B1: Curious with a growth mindset.

B2: Takes responsibility to manage own well being, demonstrating resilient and safe working practices.

B3: User and stakeholder focused - demonstrates helpfulness, respect and empathy in all interactions.

B4: Acts in an ethical manner, embracing equity, diversity and inclusion.

B5: Committed to the responsible and ethical use of technology.