ST0345 Level 4 Digital Community Manager Assessment Plan

Introduction

This Apprenticeship Assessment Plan (AAP) sets out the requirements for the assessment of the Level 4 Digital Community Manager apprenticeship. It should be read in conjunction with the General Requirements for Apprenticeship Assessment. Where there is conflict between this AAP and the General Requirements, this AAP takes precedence. Assessment organisations must also comply with the relevant regulatory framework for apprenticeship assessment.

It is important that the assessment of apprentices is proportionate, valid, and provides reliable evidence of an apprentice's attainment of the relevant knowledge and skills. As such, assessment organisations must design assessments to ensure:

- employers have confidence that the apprentice has reached the expected performance standard
- apprentices are sufficiently secure in their knowledge and skills, so that they could demonstrate their competence in different contexts (for example, a different workplace)

Assessment Outcomes

The assessment outcomes group and summarise the knowledge and skills that must be demonstrated in assessments. All assessment outcomes must be assessed.

Knowledge and skills statements in **bold** are mandatory and must be assessed in every version of the assessment that is made available.

Assessment Outcome	Mapping
AO1. Organisational & Strategic Alignment Description: Demonstrate alignment of all community activity with organisational values, mission, products/services, and strategic communication/marketing objectives.	**K1, K2,** K3, K10, **S1, S2**
AO2. Audience, Platforms & Content Craft Description: Select and use appropriate platforms and craft messages tailored to audience demographics, ensuring clarity, engagement, and fit-for-purpose content.	**K6, K7,** K9, **S4**, S5, **S6**

Assessment Outcome	Mapping
AO3. Community Engagement, Growth & Advocacy Description: Foster healthy, active communities; maintain brand voice; develop growth strategies and audience advocacy through proactive engagement.	**K8,** K11, **S7,** S8
AO4. Risk, Conflict, Crisis & Compliance (incl. Cybersecurity & Sustainability) Description: Protect the organisation and community by managing disputes, crises, and compliance requirements; apply cybersecurity and sustainability principles in digital operations.	K12, K13, K15, K16, K17, **S9,** S10, S12, S13
AO5. Data Insight, Measurement & Evaluation Description: Use quantitative and qualitative data (including sentiment) to inform decisions, evaluate outcomes, and refine community strategies.	**K14, S11,** S15
AO6. External Environment, Competitive Insight & Cross-Functional Collaboration Description: Monitor external factors (industry trends, technologies, competitors) and collaborate across functions to integrate community insights into organisational strategy.	K4, **K5**, K18, S3, S14

(*) Knowledge and skills statements which offer opportunities to develop functional English and maths are identified with an asterisk.

Assessment requirements

Assessment organisations must set apprenticeship assessments. Assessment organisations should consider how technology and digital tools can support innovation and efficiency.

Assessment organisations must design apprenticeship assessments to include at least one **professional discussion** and, if applicable, any relevant constraints.

Additional assessment(s) must be selected from the following list of methods to ensure the assessment outcomes are met in full:

- **Scenario**

- **Questions and answers**
- **Portfolio**
- **Project**
- **Slide deck**
- **Project report**

Apprentices may be assessed at any appropriate point during their apprenticeship programme.

Assessments may be designed to allow a centre or training provider to mark assessments. The Assessment organisation is responsible for ensuring all assessments are sufficiently reliable and valid, and for the accuracy of any centre or training provider marking.

Performance descriptors

Performance descriptors describe the level of performance required to achieve a pass or distinction grade. Assessment organisations must design assessments that align with these descriptions.

Performance Category	Pass	Distinction
Applied Knowledge	Demonstrates application of practical, theoretical and technical knowledge to complex and non-routine digital community management problems, reaching appropriate outcomes that align with organisational expectations.	Applies knowledge producing high-quality outputs in response to complex and non-routine digital community management problems, with solutions that not only meet requirements but enhance outcomes or processes.
Applied Skills	Identifies and applies skills to complete digital community activities, adapting to meet requirements. Methods chosen are appropriate, with results that meet organisational or sector expectations across varied engagement and operational tasks.	Adapts and applies skills with a high degree of flexibility and operational fluency, ensuring that methods support quality and efficiency of service outcomes across digital communities.

Regulatory and Procedural Awareness	Applies legislation, regulation and organisational procedures adapting to varied and occasionally complex situations within digital community operations, including compliance and risk.	Interprets and applies regulatory and procedural requirements identifying implications and making informed decisions in varied and complex digital community situations.
Communication and Collaboration	Communicates clearly and collaborates with colleagues and stakeholders, contributing to responsive service delivery across digital community interactions supporting positive engagement within organisational parameters.	Communicates and collaborates tailoring approach to meet diverse stakeholder needs, contributing to improved collaboration and service outcomes across community digital environments.
Information Use and Decision Making	Analyses and interprets information from sources to make informed decisions, showing awareness of the digital community context and the broader scope of the role or occupational area.	Analyses, interprets and evaluates information from sources, providing justification for decisions and demonstrating awareness of broader implications within the digital community occupational area.
Responsibility and Autonomy	Takes responsibility for actions and decisions within set parameters. Manages own work with awareness of risks and priorities in digital community operations.	Proactively takes responsibility for actions and decisions within set parameters. Manages own work and the coordination of others, independently using sound judgement about risks and priorities to manage resources or actions in digital community contexts.