

ST1442/V2

Draft apprenticeship assessment plan for the Publishing professional apprenticeship

Apprenticeship reference number	Level of this apprenticeship	Integration
ST1442	4	None

Assessment Plan

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Introduction

This Apprenticeship Assessment Plan (AAP) sets out the requirements for the assessment of the level 4 publishing professional 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: Industry context, issues and commercial awareness Uses knowledge of the publishing industry to understand commercial decision-making, including how organisational strategy and products align with sector trends and issues.	K1, K2, K3, K8, K15, K16, K17, K18, K22, K24 S9, S14

<p>Has market awareness, sales channel knowledge, and user engagement approaches to support sales and marketing activity and communicates relevant information to colleagues and stakeholders.</p>	
<p>AO2: Publishing workflow and production processes</p> <p>Understands all key stages of the publishing journey and applies company guidelines relevant to their role. Manages change, budgets, and schedules within their own work, escalates issues in line with organisational processes, and applies attention to detail to resolve issues and maintain progress and quality.</p>	<p>K7, K9, K11, K12, K14, K23</p> <p>S4, S5, S6, S7, S11</p>
<p>AO3: Content and data management systems</p> <p>Applies knowledge of publishing systems, content management tools, standards, and mark-up languages to manage content and product data throughout the publishing process. Inputs, maintains, and improves data, in line with data protection requirements, and ensures data accuracy and system integrity to support reliable publishing operations.</p>	<p>K4, K5, K6, K13, K21</p> <p>S1, S2, S3</p>
<p>AO4: Rights, permissions and compliance</p> <p>Applies contractual frameworks and copyright requirements when working with authors, contributors, and third-party content. Ensures products or publications meet contractual and compliance obligations.</p>	<p>K19, K20</p> <p>S10</p>
<p>AO5: Stakeholder communication and collaboration</p> <p>Communicates and collaborates effectively with stakeholders managing workload, deadlines, and team interactions across different working environments.</p>	<p>K10</p> <p>S8, S12, S13, S15, S16, S17</p>

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 a **project**.

Any additional assessment, or assessments, must be selected from the following list of methods, to ensure the assessment outcomes are met in full. Assessments available in the list may be used more than once:

- **professional discussion**
- **presentation**
- **portfolio**
- **question and answer**
- **additional project**

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 sound application of knowledge in the publishing context to address well-defined but also non-routine problems, reaching appropriate and generally effective outcomes across varied situations.	Applies knowledge in the publishing context with confidence and precision, consistently producing high-quality outputs in response to well-defined but complex and non-routine problems, often enhancing processes or outcomes.

<p>Applied Skills</p>	<p>Identifies and applies practical skills to complete work activities in the publishing context, adapting as necessary to meet requirements in varied and occasionally complex situations. Methods used are generally appropriate and meet organisational or sector expectations.</p>	<p>Adapts and applies practical skills with a high degree of flexibility and operational fluency in the publishing context, ensuring methods are both effective and optimised for quality and efficiency of outcomes.</p>
<p>Regulatory and Procedural Awareness</p>	<p>Applies relevant publishing-related legislation, regulation and organisational procedures with sound judgement, adapting appropriately to varied and occasionally complex situations</p>	
<p>Communication and Collaboration</p>	<p>Communicates clearly and collaborates effectively with colleagues and stakeholders, contributing to responsive delivery in varied publishing contexts.</p>	<p>Communicates and collaborates with confidence and insight, tailoring approach to meet diverse stakeholder needs and contributing to improved collaboration and outcomes across varied publishing contexts.</p>
<p>Information Use and Decision Making</p>	<p>Analyses and interprets relevant information from a range of sources to make informed</p>	<p>Analyses, interprets and evaluates information from a range of sources, providing insightful justification for decisions and demonstrating</p>

	decisions, showing clear awareness of the occupational context and the broader scope of the role.	strong awareness of broader implications across the occupational area.
Responsibility and Autonomy	Takes responsibility for actions and decisions within set parameters, managing own work and, where relevant, coordinating others with adequate awareness of risks and priorities in the publishing context.	Proactively takes responsibility for actions and decisions within set parameters, managing own work and independently coordinating others, using sound judgement about risks and priorities in the publishing context.

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