APPRENTICESHIP STANDARDS GUIDE 2026

Straight A Training

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ADMINISTRATION ASSISTANT

In line with government guidelines, apprentices must be under 25 years old to enrol on this apprenticeship.

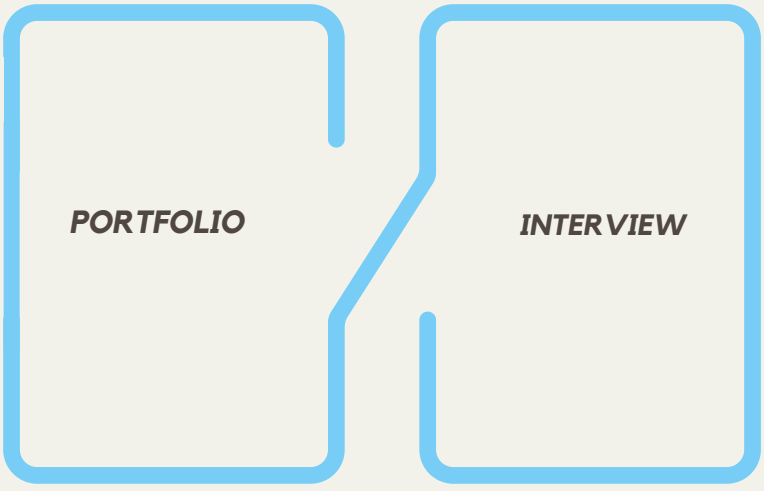
LEVEL 2

Overview

This apprenticeship programme has been designed for individuals who support organisational functions and carry out routine administration tasks within businesses and organisations of all sizes, using digital systems to manage information, assist colleagues, and help ensure day-to-day operations run efficiently.

Role profile

The role of administration assistant involves carrying out routine administration tasks that support operations. The work is carried out under supervision following set procedures for tasks. An assistant administrator is an integral part of the team and organisation responsible for supporting the efficient organisational functions and operations. The assistant administrator is responsible for assisting colleagues with routine duties. These can vary depending on the team structure and size of business. They use digital systems and tools to collate, extract and enter data. An assistant administrator's work can include tasks such as routine data entry and providing support to team members to help ensure that daily activities are carried out within agreed timescales and quality expectations. They may also work, under supervision, more widely in the organisation to meet organisational priorities.



12 month practical learning period
£4k government capping band

CUSTOMER SERVICE PRACTITIONER

LEVEL 2

Overview

This apprenticeship programme has been designed for individuals working within a customer service environment at the operative level. This standard has been developed to instil excellence in customer service skills and behaviours across all areas of an organisation and to develop the individual's product and/or service knowledge to deliver a seamless service to customers.

Role profile

The role of a customer service practitioner is to deliver high-quality services and products to their organisation's customer base, ensuring that the needs of customers are satisfied. Their aim is to provide excellent customer service and promote customer-focused behaviours throughout the organisation they work for. The role requires apprentices to perform a range of service delivery functions, including dealing with orders, payments, offering advice and guidance, problem resolution, aftercare and service recovery.

End Point Assessment
It is essential to gain the minimum marks in all three assessment methods. Successful apprentices will gain a pass or distinction.

PORTFOLIO SHOWCASE
Submission of an online portfolio.

PRACTICAL OBSERVATION
Workplace observation.

PROFESSIONAL DISCUSSION
40 minute structured meeting.

12 month practical learning period
£3.5k government capping band

FACILITIES SERVICES OPERATIVE

LEVEL 2

Overview

This apprenticeship programme has been designed for individuals who are responsible for providing facilities services support to customers and facilities management departments.

Role profile

Facilities Services Operative is a broad description of someone who provides facilities services support to customers and facilities management departments. This may include services such as security and supporting hard facilities management functions. This role could be found working in a range of environments e.g. in an office and/or on-site, for example, in residential developments and commercial properties, hospitals, schools or retail centres and industrial locations.

Mandatory qualification: level 2 certificate in facilities services principles.

End Point Assessment
It is essential to gain the minimum marks in all three assessment methods. Successful apprentices will gain a pass or merit.

ON-DEMAND TEST
40 minute multiple choice test.

PRACTICAL OBSERVATION
2 hour workplace observation with questions.

PROFESSIONAL DISCUSSION
60 minute discussion underpinned by a portfolio.

12 month practical learning period
£3k government capping band

FOOD AND BEVERAGE TEAM MEMBER

LEVEL 2

Overview

This apprenticeship program has been designed for individuals carrying out a range of general and specialist roles within hospitality businesses, including bars, cafes, conference centres, restaurants and hotels.

Role profile

This occupation is found in a large range of sectors across the hospitality industry, one of the most diverse industries globally. Employers range from small to large. Food and Beverage team members work in a range of establishments including restaurants, cafes, counter service, licensed premises, casinos, and coffee shops. The broad purpose of the occupation is to assemble and serve a range of food and beverages to customers, ensuring a seamless and quality customer experience. General duties include making beverages such as cocktails, coffees and other drinks, serving food and beverages, managing bookings, greeting and serving customers, promoting items, managing groups of customers, taking payments and resolving any issues or complaints.

End Point Assessment
It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass, merit or distinction.

OBSERVATION WITH QUESTIONS

2 hour observation with questions in the workplace.

INTERVIEW UNDERPINNED BY A PORTFOLIO OF EVIDENCE.

12 month practical learning period
£6k government capping band

HOSPITALITY ACCOMMODATION TEAM MEMBER

LEVEL 2

Overview

This apprenticeship programme has been designed for individuals in hotels, inns, holiday parks, B&Bs, restaurants or pubs with rooms, and other hospitality accommodation businesses offering accommodation to paying guests. Hospitality Accommodation Team Member is a multi-skilled occupation, working across front of house roles in dining and bar services, reception and housekeeping.

Role profile

A Hospitality Accommodation Team Member delivers a range of guest focused services including dining and bar, reception, and housekeeping. Hospitality Accommodation team members move between departments gaining broad based knowledge, skills and experience in the typical operations of hotels, holiday parks and other hospitality businesses offering accommodation to paying guests. Hospitality Accommodation Team Members are responsible for the smooth operation of the business, working or sharing information cross-departmentally in order to deliver all the services that make up the guest experience.

End Point Assessment
It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass, merit or distinction

OBSERVATION WITH QUESTIONS

2 hour observation with questions in the workplace.

INTERVIEW UNDERPINNED BY A PORTFOLIO OF EVIDENCE.

12 month practical learning period
£6k government capping band

PRODUCTION CHEF

LEVEL 2

Overview

This apprenticeship program has been designed for individuals working within a professional kitchen environment who are looking to develop their skills, knowledge, and behaviours in regard to kitchen operations.

Role profile

It is the role of a production chef to work as part of a team in time-bound and often challenging kitchen environments, for example; schools, hospitals, the Armed Forces, care homes, and high street casual dining or pub kitchens. They report to the Senior Production chef or appropriate line manager. Production chefs are likely to work with centrally developed standardised recipes and menus, producing food often in high volumes. Production chefs apply highly methodical organisational skills, energy, accuracy, and attention to detail and are mindful of the importance of sustainability and protecting the environment.

End Point Assessment
It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass, merit or distinction.

OBSERVATION WITH QUESTIONS

2.5 hour observation with questions in the workplace.

INTERVIEW UNDERPINNED BY A PORTFOLIO OF EVIDENCE

12 month practical learning period
£7k government capping band

RETAILER

LEVEL 2

Overview

This apprenticeship programme has been designed for individuals who help customers buy products or services from retail organisations such as department stores, garden centres, high street chains, supermarkets and online and mail order businesses.

Role profile

This occupation is found in organisations of all sizes within the retail and tourism sector such as food, fashion, furniture, and automotive. Retail outlets range from traditional high street shops to larger organisations such as supermarkets and department stores. It is found in multi-national employers, small independent employers, and employers who trade through a variety of channels for example face to face, telephone, on-line and mail order retail.

The broad purpose of the occupation is to advise on and sell products and services in a customer-centric retail environment. This includes creating an accessible and well-presented environment. Retailers will contribute towards the commerciality of the business by achieving targets, including sales and customer service, and following stock control in line with business objectives. They need to know the services they are selling to be able to build customer confidence in their business.

End Point Assessment
It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass or distinction.

OBSERVATION WITH QUESTIONS
2 hour observation

INTERVIEW UNDERPINNED BY A PORTFOLIO
60 minutes

14 month practical learning period
£5k government capping band

BUSINESS ADMINISTRATOR

LEVEL 3

Overview

This apprenticeship program has been designed for individuals who have a highly transferable set of knowledge, skills, and behaviors that can be applied in all sectors. This includes micro and international businesses alike and across the private, public, and not-for-profit sectors.

Role profile

The role of a business administrator may involve working independently or as part of a team and will involve developing, implementing, maintaining, and improving administrative services. Business administrators develop key skills and behaviors to support their own progression toward management responsibilities.
Business administrators are expected to deliver their responsibilities efficiently and with integrity, whilst demonstrating a positive attitude. The role involves demonstrating strong communication skills and adopting a proactive approach to developing skills.

End Point Assessment
It is essential to gain the minimum marks in all three assessment methods.
Successful apprentices will gain a pass or distinction.

ON-DEMAND TEST
60 minute multiple-choice test.

PROJECT PRESENTATION
30 minute business improvement project presentation.

PORTFOLIO BASED INTERVIEW
30-45 minute portfolio based interview.

12 month practical learning period
£5k government capping band

CONTENT CREATOR

LEVEL 3

Overview

This occupation is found in employers across all sectors. It is a role that can be found in both creative and non-creative industries. This can be in any business creating content to engage with its audience. The broad purpose of the occupation is to develop and create written and audio-visual content that can be used across a variety of platforms and media. This may include social media, broadcast, or in print.

Role profile

A content creator works to a brief. They research, prepare, and develop the messaging to maximise audience engagement. They capture the strategy and objectives of the brand and the needs of the customer, client, or business. In their daily work, an employee in this occupation interacts with a wide range of internal and external stakeholders throughout the end-to-end content creation process.
Typically, they are likely to interact with clients, marketing and digital teams, production teams, budget holders, contributors, artists, and end users.
An employee in this occupation will be responsible for delivering high-quality content on time and on a budget that meets the brief.

End Point Assessment
It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass, merit or distinction.

PROJECT OR CAMPAIGN EVALUATION REPORT
presentation of additional/new content and questions.

60 MINUTE PROFESSIONAL DISCUSSION
underpinned by a portfolio of evidence.

15 month practical learning period
£10k government capping band

CUSTOMER SERVICE SPECIALIST

LEVEL 3

Overview

This apprenticeship programme has been designed for individuals working within a customer service environment at a senior level. This standard has been developed to further advance excellence in customer service across all areas of an organisation and to develop the individual's skills, knowledge, and behaviours making them a true advocate of customer service.

Role profile

The role of a customer service specialist often involves acting as a referral point for dealing with more complex or technical customer requests, complaints, and queries. Customer service specialists are often an escalation point for complicated or ongoing customer problems and have the responsibility for being an expert in their organisation's products and/or services and sharing knowledge with their wider team and colleagues.

End Point Assessment
It is essential to gain the minimum marks in all three assessment methods. Successful apprentices will gain a pass or distinction.

WORK BASED PROJECT
Supported by a 60 minute interview.

PRACTICAL OBSERVATION
60 minute workplace observation and questioning.

PROFESSIONAL DISCUSSION
60 minute discussion supported by a portfolio evidence.

15 month practical learning period
£4k government capping band

EVENT ASSISTANT

LEVEL 3

Overview

This apprenticeship programme has been designed for individuals who are working in an events company or events department in an organisation. The role would usually provide support to a number of Event Planners or Project Managers by carrying out a diverse range of tasks necessary to plan, organise and deliver an event: for example, searching for the right location and venue for the event; working with the design team on the look and feel of the event; or organising logistics like transportation and catering.

Role profile

Events cover a broad range of activities as well as sizes, from small numbers of attendees through to thousands. Companies use events to bring together different groups of people, which can include employees attending a sales conference; to customers or suppliers attending the launch of a new product; to shareholders gathering at a conference designed to attract new investors.

End Point Assessment
It is essential to gain the minimum marks in all three assessment methods. Successful apprentices will gain a pass, merit or distinction.

PROJECT
Work based project.

PORTFOLIO OF EVIDENCE

PROFESSIONAL DISCUSSION
45 minute structured meeting.

15 month practical learning period
£9k government capping band

HOSPITALITY SUPERVISOR

LEVEL 3

Overview

This apprenticeship programme has been designed for individuals who are responsible for supervising staff and activities within hospitality businesses including bars, cafes, conference centres, restaurants, and hotels. Apprentices cover the core set of supervisor skills and knowledge that are the same regardless of the setting.

Role profile

Hospitality supervisors provide vital support to management teams and are capable of independently supervising hospitality services and running shifts. They typically work under pressure, delivering fantastic customer service, and motivating a team is essential to their role. The majority of supervisors' skills and knowledge are the same, but supervisors may specialise in specific functions or work across a variety of functions, which reflects the multi-functional nature of the industry.

End Point Assessment
It is essential to gain the minimum marks in all four assessment methods.
Successful apprentices will gain a pass or distinction.

ON DEMAND TEST
2 hour multiple-choice test.

PRACTICAL OBSERVATION
4 hour workplace observation.

BUSINESS PROJECT
Improvement project.

PROFESSIONAL DISCUSSION
90 minute structured meeting.

12 month practical learning period
£4k government capping band

HR SUPPORT

LEVEL 3

Overview

This apprenticeship programme has been designed for individuals typically either working in a medium to large organisation as part of the HR function delivering front line support to managers and employees, or are a HR Manager in a small organisation.

Role profile

The job role is likely to include handling day to day queries and providing HR advice; working on a range of HR processes, ranging from transactional to relatively complex, from recruitment through to retirement; using HR systems to keep records; providing relevant HR information to the business; working with the business on HR changes. HR support typically takes ownership for providing advice to managers on a wide range of HR issues using company policy and current law, giving guidance that is compliant and where errors could expose the organisation to employment tribunals or legal risk. In a larger organisation they may also have responsibility for managing a small team – this aspect is outside the scope of this apprenticeship and will need to be covered separately by the employer.

End Point Assessment
It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass or a distinction.

CONSULTATIVE PROJECT

PROFESSIONAL DISCUSSION
60 minute structured meeting

18 month practical learning period
£4.5k government capping band

LEARNING AND DEVELOPMENT PRACTITIONER

LEVEL 3

Overview

This apprenticeship programme has been designed for individuals who are typically involved with identifying learning/training needs, designing/sourcing training and learning solutions, delivering and evaluating training, and working with stakeholder/business area managers.

Role profile

The role focus is often on the practical delivery of training. A learning and development practitioner will typically have expertise and competence in their specific field whether it be technical, vocational, or behavioural (e.g. use of software, food preparation, working in teams). They link the learning within their area of responsibility to business objectives and performance, understanding the learning cycle and working by it.

End Point Assessment
It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass, merit or distinction.

PRESENTATION
45 minute learning journal focused presentation followed by questions.

WORK BASED PROJECT WITH PROFESSIONAL DISCUSSION
60 minute professional discussion.

12 month practical learning period
£6k government capping band

MULTI-CHANNEL MARKETER

LEVEL 3

Overview

The broad purpose of the occupation is to support customer-focused marketing activities that drive the demand for a product or service through awareness raising and/or perception building to generate results for the bottom line. As part of the marketing team, multi-channel marketers will contribute to the implementation of the marketing strategy and plans. They will be responsible for delivering day-to-day marketing activities across a multitude of platforms, channels, and systems that are essential to the marketing function and activities of the company.

Role profile

In their daily work, multi-channel marketers will interact with a wide range of internal stakeholders and also external stakeholders such as clients/customers and suppliers. Multi-channel marketers will define, design, build, and implement campaigns across a variety of platforms to drive customer engagement and retention.
An employee in this occupation will be responsible for coordinating and delivering specific marketing activities such as marketing content creation, background market, and customer research, monitoring campaign analytics and collecting data, using relevant marketing software/systems, maintaining marketing administration activities such as managing the supply of marketing literature, tracking marketing expenditure, supporting the procurement of, and overseeing the delivery of work by external and internal marketing suppliers.

End Point Assessment
It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass, merit or distinction.

WRITTEN PROJECT REPORT
with presentation and questioning.

INTERVIEW
underpinned by a portfolio of evidence.

15 month practical learning period
£11k government capping band

RECRUITER

LEVEL 3

Overview

This occupation is found in organisations that come from the public, private and third sectors. Typically, a recruiter works in consultancies, agencies, in-house for employers, embedded recruiters, or as an outsourced provider.

Role profile

The broad purpose of the occupation is to manage resourcing activities that drive the recruitment of candidates and matching them to temporary, fixed term, or permanent job positions within an organisation. Their role is to manage the end-to-end recruitment process which typically involves planning, identifying, attracting, assessing, shortlisting, and onboarding candidates to fulfil the current and future requirements of the business brief. They may also be required to manage the aftercare such as onboarding and timesheets of candidates and to identify new business opportunities. In their daily work, an employee in this occupation interacts with and builds relationships with key stakeholders such as advertising media, candidates and clients, internal colleagues, and various audiences to achieve successful recruitment outcomes.

End Point Assessment
It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass or distinction.

PRESENTATION WITH QUESTIONS

PROFESSIONAL DISCUSSION underpinned by a portfolio of evidence

18 month practical learning period
£7k government capping band

SAFEGUARDING SUPPORT OFFICER

LEVEL 3

Overview

This apprenticeship programme has been designed for individuals working across the public, private, and voluntary sector to support statutory safeguarding responsibilities and demonstrate how organisations work to protect an individual's health, wellbeing and human rights.

Role profile

Safeguarding support officers will be skilled in recognising and responding to emerging safeguarding needs, initiating and advocating early intervention when a problem first arises. A safeguarding support officer will be the first point of contact when there is a safeguarding concern, conducting initial risk assessments, triaging, and signposting to the most appropriate person within their organisation or external agency if appropriate. The safeguarding support officer will maintain accurate and up to date documentation of any decisions and advice given, ensuring information is accurately recorded and that documentation is safely stored and shared appropriately, proportionately and securely according to national and organisational policy. Safeguarding support officers will also interact externally with investigative statutory agencies. A safeguarding support officer will report into the designated lead for safeguarding within their organisation.

A satisfactory enhanced DBS check will be an entry requirement for the programme.

End Point Assessment
It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass, merit or distinction.

PRESENTATION WITH QUESTIONS
45 minute presentation and questioning.

PROFESSIONAL DISCUSSION
60 minute structured meeting supported by a portfolio of evidence.

12 month practical learning period
£7k government capping band

SENIOR PRODUCTION CHEF

LEVEL 3

Overview

This apprenticeship programme has been designed for individuals working within a kitchen environment who are looking to develop knowledge and skills including supervising and managing teams, developing menus and recipes, and ensuring the standardisation of dish provision.

Role profile

Senior production chefs may lead a brigade team or may support the head chef in larger establishments. They supervise production chef teams in a variety of kitchen environments, for example; schools, hospitals, the Armed Forces, care homes and high street casual dining or pub kitchens. Senior production chefs have accountability for the day-to-day running of the kitchen service, producing, monitoring and maintaining consistent food standards, legislative requirements and quality across all areas and during all stages of production and supply.

End Point Assessment
It is essential to gain the minimum marks in all three assessment methods. Successful apprentices will gain a pass or distinction.

ON-DEMAND TEST
90 minute multiple-choice test.

PRACTICAL OBSERVATION
4 hour workplace observation.

PROFESSIONAL DISCUSSION
60 minute structured meeting.

12 month practical learning period
£4.5k government capping band

ARTIFICIAL INTELLIGENCE (AI) AND AUTOMATION PRACTITIONER

LEVEL 4

Overview

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. Employees in this occupation support improvement wherever digital workflows exist and are typically embedded in operational teams, working in digital support roles, or in change delivery functions.

Role profile

The broad purpose of the occupation is to enhance productivity, streamline processes, and support continuous improvement through the safe and responsible use of automation, integration, and AI tools. Employees in this role understand, select, and implement digital solutions to address inefficiencies in existing systems. Their work is focused on solving real-world challenges that slow down business operations such as manual tasks, duplicated data entry, unintegrated tools, and inefficient workflows. They play a key role in unlocking time and cost savings 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 report to team leaders, service managers or project owners. They use communication, collaboration, and feedback skills to align their automation work with wider organisational goals.

End Point Assessment - It is essential to gain the minimum marks in both assessment methods. Successful apprentices will gain a pass or distinction.

WRITTEN PROJECT REPORT

At least one additional assessment(s) to ensure the assessment outcomes are met:

- **PRESENTATION**
- **SIMULATED TASK**
- **PROFESSIONAL DISCUSSION**
- **PORTFOLIO**

18 month practical learning period
£18k government capping band

ASSOSIATE PROJECT MANAGER

LEVEL 4

Overview

This occupation is found in small, medium, and large organisations within the public, private and third sectors. Associate project managers work in all sectors such as government, retail, food and drink, infrastructure, education, charities, research, and banking. The working environment can vary from being in an office, on site, at client, and contactor's locations and working remotely.

Role profile

The broad purpose of the occupation is to contribute to the successful delivery of a project, ensuring its scope and benefits are achieved as planned. They do this primarily by identifying, resourcing, scheduling, and monitoring the activities that need to happen in a certain sequence and timescale. Associate project managers are key to enabling organisations meet their business goals by successful project delivery. Projects can be large or small and deliver a required product that either creates something new or improves efficiency and effectiveness. Projects are diverse in nature and could involve anything from banking through to construction. Many organisations deliver their own projects, using in-house associate project managers to work on scope they might be already familiar with. Some associate project manager's work on a contract basis or for specialist organisations that deliver outsourced project work on behalf of clients.

End Point Assessment
It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass or distinction.

WRITTEN PROJECT REPORT ***with presentation and questions.***

PROFESSIONAL DISCUSSION underpinned by a portfolio of evidence.

18 month practical learning period
£7k government capping band

FACILITIES MANAGER

LEVEL 4

Overview

This apprenticeship standard has been designed for Facilities Managers who work in the private, public, or third sector and all sizes of organisation. Specific job roles at this level may include Facilities Manager, Facilities Management (FM), Operations Manager, Estates Manager, FM Contract Manager.

Role profile

A Facilities Manager is responsible for the safe, secure, and comfortable day-to-day working environment for properties, assets (e.g. equipment), and services that must be fully compliant with health and safety and other legislation. They are accountable for the management of the delivery of all FM services within their local area of responsibility. Their work ensures that the environment meets the needs of the people working within it. They manage tasks like overseeing building projects, renovations, or refurbishments, managing general upkeep and maintenance, ensuring that facilities meet regulations and environmental, health, and security standards. The exact duties of a facilities manager can depend on the organisation and industry.

End Point Assessment
It is essential to gain the minimum marks in both assessment methods.
Successful apprentices will gain a pass or distinction.

BUSINESS CASE AND QUESTION AND ANSWER SESSION

PROFESSIONAL DISCUSSION
Underpinned by a portfolio of evidence.

18 month practical learning period
£7k government capping band

HOSPITALITY MANAGER

LEVEL 4

Overview

This apprenticeship programme has been designed for individuals working across organisations that focus on ensuring excellent customer experience. Hospitality managers work across a huge variety of organisations including bars, restaurants, cafés, conference centres, banqueting venues, hotels, and contract caterers.

Role profile

Hospitality managers generally specialise in a particular area, however, their core knowledge, skills, and behaviours are aligned. Hospitality managers have a high level of responsibility and are accountable for fulfilling the business vision and objectives which requires excellent business, people, and customer relation skills. Individuals in this role are highly motivated team leaders that combine a talent for management and specific industry skills and thrive on the customer-facing nature of the role. Hospitality Managers may specialise in Food and Beverage Service, House Keeping, Front Office, Revenue Management, Conference and Events, Hospitality Outlets, Kitchen Management or Multi-functional Management.

End Point Assessment
It is essential to gain the minimum marks in all three assessment methods. Successful apprentices will gain a pass or distinction.

ON DEMAND TEST
90 minute multiple-choice test.

BUSINESS PROJECT
Improvement project.

PROFESSIONAL DISCUSSION
90 minute structured meeting.

18 month practical learning period
£6k government capping band

MARKETING EXECUTIVE

LEVEL 4

Overview

This apprenticeship programme has been designed for individuals working across businesses providing the insight to develop and deliver new products and services to meet ever-changing customer needs. It is the process of researching, developing, promoting and distributing, products or services through effective channels to engage with a range of target audiences. Occupations in marketing span most industries and sectors and the roles can sit within a specific company/agency that provides marketing deliverables and advice to external clients, or within an internal marketing team, delivering marketing activities to drive that business.

Role profile

A Marketing Executive will help shape, support and deliver marketing plans, working in conjunction with the Marketing Manager who will define the overall marketing strategy. A highly audience focused role which requires creativity, communication and project management skills - these individuals are responsible for planning, executing and analysing tactical and targeted marketing activity. Prior experience in a marketing role is required as this is a strategic role, involving independent work and decision making.

End Point Assessment
It is essential to gain the minimum marks in all three assessment methods. Successful apprentices will gain a pass, merit or distinction.

ON DEMAND TEST
90 minute multiple-choice test.

PROJECT SHOWCASE
Project Report, Presentation and Q&A.

PROFESSIONAL DISCUSSION
50 minute structured meeting.

15 month practical learning period
£6k government capping band

LEARNING AND DEVELOPMENT CONSULTANT BUSINESS PARTNER

LEVEL 5

Overview

This apprenticeship programme has been designed for individuals who will be accountable for ensuring learning and development contribute to, and influence, improved performance in the workplace at an individual, team and organisation level.

Role profile

The role can be a generalist learning and development or more specialist, where the focus and in-depth expertise is in a specific area such as organisation development, digital and blended learning, resourcing, or talent management. Whichever the area of focus, the role requires a good grounding across all areas of learning and development and is business and future-focused. L&D consultant business partners are agents for change, influencing key stakeholders, and making decisions and recommendations on what the business can or should do in a learning and development context.

End Point Assessment
It is essential to gain the minimum marks in both assessment modes.
Successful apprentices will gain a pass, merit or distinction.

WORK BASED PROJECT WITH PROFESSIONAL DISCUSSION

PRESENTATION AND Q&A
60 minute structured meeting.

18 month practical learning period
£7k government capping band

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