Digital Content Management (Wales)

Latest framework version?
Please use this link to see if this is the latest issued version of this framework:
afo.sscalliance.org/frameworkslibrary/index.cfm?id=FR04018
Issue date: 29 March 2017
# Digital Content Management (Wales)

## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Framework summary</td>
<td>3</td>
</tr>
<tr>
<td>Framework information</td>
<td>4</td>
</tr>
<tr>
<td>Contact information</td>
<td>5</td>
</tr>
<tr>
<td>Purpose of the framework</td>
<td>7</td>
</tr>
<tr>
<td>Entry conditions</td>
<td>9</td>
</tr>
<tr>
<td>Level 3: Apprenticeship in Digital Content Development</td>
<td>10</td>
</tr>
<tr>
<td>Pathway 1: Digital Content Development</td>
<td>11</td>
</tr>
<tr>
<td>Level 4: Higher Apprenticeship in Digital Content Management</td>
<td>19</td>
</tr>
<tr>
<td>Pathway 1: Digital Content Management</td>
<td>20</td>
</tr>
<tr>
<td>Equality and diversity</td>
<td>28</td>
</tr>
<tr>
<td>On and off the job training</td>
<td>30</td>
</tr>
<tr>
<td>Essential employability skills</td>
<td>33</td>
</tr>
</tbody>
</table>
Framework summary

Digital Content Management

Apprenticeship in Digital Content Development

Pathways for this framework at level 3 include:

Pathway 1: Digital Content Development

Competence qualifications available to this pathway: N/A
Knowledge qualifications available to this pathway: N/A
Combined qualifications available to this pathway: B1 - Level 3 Diploma in Digital Content Development
This pathway also contains information on:
- Employee rights and responsibilities
- Essential skills

Digital Content Management

Higher Apprenticeship in Digital Content Management

Pathways for this framework at level 4 include:

Pathway 1: Digital Content Management

Competence qualifications available to this pathway: N/A
Knowledge qualifications available to this pathway: N/A
Combined qualifications available to this pathway: B1 - Level 4 Diploma in Digital Content Management
This pathway also contains information on:
- Employee rights and responsibilities
- Essential skills
Framework information

Information on the Publishing Authority for this framework:

Instructus

The Apprenticeship sector for occupations in air conditioning, building services engineering, business and administration, cleaning, customer service, digital/information technology, electro technical, electrical and electronic servicing, enterprise and business support, facilities management, heating and ventilating, housing, human resources and recruitment, industrial relations, leadership and management, marketing and sales (also includes contact centres and third sector), plumbing, property and refrigeration.

This framework includes:

Level 3
Level 4

Short description

The purpose of this framework is to allow learners to develop the knowledge and competence skills required for working in digital content development roles. The framework will be available at Level 3 and Level 4 and is relevant for the following jobs:

- Digital Content Manager
- Digital Marketing Technologist
- Digital Marketing and Content Manager
- Digital Services Manager
- Digital Content Manager and Social Media Coordinator
- SEO Manager
- Digital Content and Optimisation Manager
- Digital Media Designer/Producer
- Digital Content Executive/Writer
- Web Content Manager

This framework is for use in: Wales
Contact information

Proposer of this framework

This apprenticeship has been proposed and developed by Instructus.
Employers were engaged through Innovation Point in Cardiff and training providers and Colleges were also invited to feedback and input to the framework development. City and Guilds, Qualification Wales, Agored and NCFE were consulted about relevant qualifications to support this framework.
Consultation events in Wales brought together employers and subject matter experts to provide detailed input and feedback. An online consultation was conducted to gather views from other employers.
Key employers include:
BT
NHS Wales
Office for National Statistics
The Royal Mint
NHS Wales
Cardiff Metropolitan University
Eaton
Emerson
Certes
E&F
Geldards LLP
Innovation Point
Acorn Learning Solutions

Developer of this framework

Name: Damian Brown
Organisation: Instructus
Organisation type: Sector Skills Council
Job title: Standards and Qualifications Manager
Phone: Damian Brown
Email: apprenticeships@instructus.org
Postal address: Unit 3, Cherry Hall Road
North Kettering Business Park
Kettering, Northants
NN14 1UE
Website:  www.instructus.org

Issuing Authority’s contact details

Issued by:  Instructus
Issuer contact name:  Damian Brown
Issuer phone:  Damian Brown
Issuer email:  apprenticeships@instructus.org
Purpose of this framework

Summary of the purpose of the framework

Digital content professionals are responsible for the design, creation, sharing and updating of published content via a range of digital channels (including web and mobile app) to support business goals.

This Apprenticeship programme is designed both for new entrants and to provide progression and re-skilling routes for existing IT and marketing professionals. Apprentices can work in areas such as:

- Digital content creation and editing
- Social media
- Search engine optimisation
- Web analytics and
- General web design and development

What is included in this Apprenticeship?

The apprenticeship is made up of qualifications and learning that will provide apprentices with the skills and knowledge required to become competent in their chosen job role.

The framework includes a balance of content in technical, business and interpersonal areas, designed to ensure apprentices have an appropriate set of skills to operate in today’s digital content job roles. Digital content professionals need technical skills in design, coding and multimedia editing, as well as using a mix of technology tools and platforms for reviewing and enhancing website performance and effectiveness using digital analytics. They also need an understanding of web architectures, UX, hosting and security. They work closely alongside both IT and Marketing professionals.

Typical responsibilities for the role include:

- Website design, including navigation and user experience testing
- Creating and using templates and design patterns
- Content creation and management across all digital channels including websites, social media and mobile apps
- Implementing an e-commerce solution and managing e-commerce catalogue content
- Developing the scripts that link data-driven interactive applications to data sources
- Designing and developing web and mobile apps
- Working with specialists in graphic design, photography and video production to develop and edit digital assets to deploy onto a range of digital platforms
- Uploading copy for digital marketing channels (e.g. web; PPC; email; keyword, paid search and social media marketing campaigns)
- Set up and analysis of data for site optimisation (including SEO, content usage, engagement,
Aims and objectives of this framework (Wales)

This framework will support the growing demand for web professionals.

Alun Davies, Minister for Lifelong Learning and Welsh Language, said: "Wales has undergone something of a tech boom in the last decade, with South Wales recently listed as among the five fastest growing digital clusters in the UK. It's showing no sign of slowing down, either. Jobs in ICT will play a vital part in boosting Wales and the UK’s digital portfolio. Our hope is that investment in this sector will allow for further developments over the coming years and will help the industry to continue to thrive in Wales."

Demand has increased by 64% over the 5 years from 2010 to 2015 to a total of 2200 advertised jobs. There is significant demand for Web developers - the fifth highest amongst all digital specialists. In January 2017 there are 57 advertised posts for Digital Content specialists and a further 112 posts for Web Content specialists (www.ITJobsWatch.co.uk). Demand for tech specialists in Wales is expected to grow by 25 per cent up to the year 2024.

Demand has exceeded the supply of job-ready candidates for each of the past 5 years. These posts can occur in any industry sector, with the largest proportion of hard-to-fill vacancies in large enterprises, utilities, real estate, professional and technical services.

- South Wales was one of the top five fastest growing clusters in the UK digital technology industry. As superfast broadband services are rolled out across Wales, demand for web or cloud-based business services increases together with the demand for web, data, mobile and security specialists who can help in business transformation.

This framework will support the skills priorities for Wales by:

- Developing essential skills to improve general literacy, numeracy and ICT competence in Wales
- Helping employers to grow their online presence and increase business reach, competitiveness and prosperity
- Providing a clear pathway into digital jobs to support growth of the Welsh economy
- Building the apprentice’s employability and ability to contribute to employers’ success

This framework will also help to deliver digital skills for everyone as part of the Digital Wales Delivery Plan.
Entry conditions for this framework

There are no specific entry conditions for the Digital Content Management framework.

The majority of employers in this area require candidates who are:

- proactive, fast learners; able to work both in a team and sometimes alone
- able to focus on assisting customers and colleagues to find solutions to problems
- able to work logically and methodically, often under pressure to set deadlines
- able to deliver what is required, when it is required
- open to change and focus on the requirements of the business at all times

Applicants should have a keen interest in digital technologies and some experience in building and maintaining a web presence.

Applicants from diverse backgrounds are welcomed and Instructus expects employers and training providers to comply with the provisions of the Equality Act to ensure that applicants are not discriminated against in terms of entry to, and progression within the sector.

All parties involved in the delivery of Apprenticeships should ensure that there is equality of opportunity for all and any barriers (real or perceived) are addressed to support anyone seeking to enter employment and undertaking an Apprenticeship.
# Level 3

## Title for this framework at level 3

### Apprenticeship in Digital Content Development

## Pathways for this framework at level 3

- **Pathway 1:** Digital Content Development
Level 3, Pathway 1: Digital Content Development

Description of this pathway

Total minimum credit value for this pathway is 90 credits

- Combined qualification: 72 credits
- ESW Communication, IT and Application of Number - 18 credits.

Entry requirements for this pathway in addition to the framework entry requirements

There are no specific entry conditions for this Apprenticeship framework. However, most employers will require good (A*-C) GCSE passes in English and Maths as a minimum for entry.
<table>
<thead>
<tr>
<th>Job title(s)</th>
<th>Job role(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Content Officer</td>
<td>Manage social media channels including blogs, measure and report on performance and the day to day content generation and maintenance of company websites.</td>
</tr>
<tr>
<td>Digital Development Officer</td>
<td>Design, code, edit and publish engaging, user-focused web or mobile app content that meets both business objectives and customer needs, ensuring quality standards are met.</td>
</tr>
<tr>
<td>Digital Content Producer</td>
<td>Manage and update existing web content and channels, optimising according to analytics information.</td>
</tr>
<tr>
<td>SEO Developer</td>
<td>Design web content including adverts/ emails/ templates/ newsletters to support digital marketing.</td>
</tr>
<tr>
<td>SEO Assistant</td>
<td>Assist in day-to-day SEO activities and support SEO strategy delivery. Undertake competitor, keyword and data analysis and research using key industry tools.</td>
</tr>
<tr>
<td>e-Commerce Manager</td>
<td>Populate, code and maintain e-commerce websites; Collaborating with internal e-commerce, buying, merchandising, trading and marketing teams.</td>
</tr>
<tr>
<td>Digital Media Designer/Producer</td>
<td>Develop and publish audio, video and interactive web content. Optimise content for the web; use Google Analytics to create reports.</td>
</tr>
<tr>
<td>Web/Mobile app content developer</td>
<td>Design, build, and maintain high performance, reusable, and reliable mobile and web apps.</td>
</tr>
<tr>
<td>Technical Content Developer</td>
<td>Design, code and develop user interfaces and data-driven applications, using code, software, advanced programming languages, scripts and testing systems</td>
</tr>
</tbody>
</table>
Qualifications

Competence qualifications available to this pathway

N/A

Knowledge qualifications available to this pathway

N/A
Combined qualifications available to this pathway

<table>
<thead>
<tr>
<th>B1 - Level 3 Diploma in Digital Content Development</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No.</strong></td>
</tr>
<tr>
<td>---------</td>
</tr>
<tr>
<td>B1a</td>
</tr>
</tbody>
</table>

Relationship between competence and knowledge qualifications

Not applicable - single combined qualification only
Transferable skills (Wales)

<table>
<thead>
<tr>
<th>Subject</th>
<th>Minimum Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>2</td>
</tr>
<tr>
<td>Application of numbers</td>
<td>2</td>
</tr>
<tr>
<td>ICT/Digital literacy</td>
<td>2</td>
</tr>
</tbody>
</table>

For a full list of available proxies for starts on or after 14th October 2016 please see section 35 of the current SASW.

Progression routes into and from this pathway

There are no specific entry conditions for the Level 3 framework but qualifications which may provide a useful grounding for the Apprenticeship include:

- Learning from the 14 to 19 Pathways
- Qualifications in the Welsh Baccalaureat
- Wider Key Skills
- Essential Skills Wales
- GCSEs, A Levels or National Diplomas in ICT-related subjects

The Level 3 Apprenticeship programme offers successful apprentices the opportunity to further progress in their studies and go on to undertake a related degree programme. They could select from Bachelors degrees, Foundation degrees, Higher Nationals or another higher level qualification. Apprentices may also elect to continue within their job role and pursue their learning by undertaking additional technical, business or managerial level training and qualifications.

Apprentices who have completed a Level 3 apprenticeship programme have often progressed within their career to take on team leader or senior level positions, utilising their expanding technical expertise – and guiding and training others within the organisation.

The Diploma in Digital Content Management at Level 4 will provide a progression route for those completing the Level 3, and a direct non-graduate entry route into the IT industry, giving a route to more specialised and technical roles.
UCAS points for this pathway:

(No requirement specified)
Employee rights and responsibilities

Employee Rights & Responsibilities must be formally assessed and verified through:

- Achievement of an accredited QCF unit approved by the Tech Partnership as being suitable for this purpose
Additional employer requirements

(No requirement specified)
Level 4

Title for this framework at level 4

Higher Apprenticeship in Digital Content Management

Pathways for this framework at level 4

Pathway 1: Digital Content Management
Level 4, Pathway 1: Digital Content Management

Description of this pathway

Total minimum credit value for this pathway is 143 credits:

- Combined qualification - 127 credits;
- ESW Communication, IT and Application of Number - 18 credits.

Entry requirements for this pathway in addition to the framework entry requirements

Candidates wishing to enter a Higher Apprenticeship will need to have achieved one of the following:

- A Levels, or equivalent educational attainment, including the Level 3 IT Diploma
- Welsh or International Baccalaureate or a relevant Level 3 Technical Certificate
- An Apprenticeship (Level 3)
- Employment within the technology/telecommunications industry for a number of years and demonstrated to their employer that they have a reasonable expectation of achieving the required outcomes of the Higher Apprenticeship. This can be supported by the demonstration or evidence of prior achievement or performance in the role prior to starting the Higher Apprenticeship.

Potential apprentices should bear in mind that a Higher Apprenticeship combines the challenges of higher-level education with full-time employment, and should be prepared for the greater volume and level of study than in the Apprenticeship or another Level 3 qualification.
<table>
<thead>
<tr>
<th>Job title(s)</th>
<th>Job role(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Content Manager</td>
<td>Design, commission, edit and deliver high quality digital content for web or mobile platforms.</td>
</tr>
<tr>
<td>eCommerce Manager</td>
<td>Implement an e-commerce solution and manage e-commerce catalogue content.</td>
</tr>
<tr>
<td>Digital Services Manager</td>
<td>Content creation and management across all digital channels including websites, social media and mobile apps.</td>
</tr>
<tr>
<td>SEO Manager</td>
<td>Set up and analysis of data for site optimisation (including SEO, content usage, engagement, user experience)</td>
</tr>
<tr>
<td>iOS/Android developer</td>
<td>Design, code, build and test digital content for web or mobile apps.</td>
</tr>
<tr>
<td>Multimedia Content Developer</td>
<td>Work with specialists in graphic design, photography and video production to develop and edit digital assets to deploy onto a range of digital platforms</td>
</tr>
</tbody>
</table>
Qualifications

Competence qualifications available to this pathway
N/A

Knowledge qualifications available to this pathway
N/A
Combined qualifications available to this pathway

<table>
<thead>
<tr>
<th>No.</th>
<th>Ref no.</th>
<th>Awarding organisation</th>
<th>Credit value</th>
<th>Guided learning hours</th>
<th>UCAS points value</th>
<th>Total qualification time</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1a</td>
<td>C00/1184/8 Agored Cymru</td>
<td></td>
<td>127</td>
<td>780</td>
<td>UCASValue</td>
<td></td>
</tr>
</tbody>
</table>

Relationship between competence and knowledge qualifications

Not applicable - single combined qualification only.
Transferable skills (Wales)

<table>
<thead>
<tr>
<th>Essential skills (Wales)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject</td>
</tr>
<tr>
<td>Communication</td>
</tr>
<tr>
<td>Application of numbers</td>
</tr>
<tr>
<td>ICT/Digital literacy</td>
</tr>
</tbody>
</table>

For a full list of available proxies for starts on or after 14th October 2016 please see section 35 of the current SASW.

Progression routes into and from this pathway

Candidates wishing to enter this Higher Apprenticeship will need to have achieved one of the following:

- A Levels, or equivalent educational attainment
- International Baccalaureate or a relevant Level 3 Technical Certificate
- An Advanced Apprenticeship (Level 3)
- Employment within the technology/telecommunications industry for a number of years and demonstrated to their employer that they have a reasonable expectation of achieving the required outcomes of the Higher Apprenticeship. This can be supported by the demonstration or evidence of prior achievement or performance in the role prior to starting the Higher Apprenticeship.

*It is not mandatory for a Higher Apprentice to complete the Level 3 framework prior to entry on this pathway.*

Potential apprentices should bear in mind that a Higher Apprenticeship combines the challenges of higher-level education with full-time employment, and should be prepared for the greater volume and level of study than in the Advanced Apprenticeship or another Level 3 qualification.

Progression from this framework

Following the completion of the Level 4 Higher Apprenticeship framework, successful apprentices will be able to follow up on their knowledge studies and continue on to complete:
- Foundation Degrees;
- Higher National Certificates/Diplomas;
- BA Honours Degrees and related professional courses.

UCAS points for this pathway:

(No requirement specified)
Employee rights and responsibilities

N/A
Additional employer requirements

(No requirement specified)
The remaining sections apply to all levels and pathways within this framework.

How equality and diversity will be met

Instructus Digital Content Management Framework offers no barriers to entry and is intended to accommodate all learners regardless of gender, age, disability or ethnic origin.

The learning content required for the off-the-job learning can be delivered in a number of different learning styles to accommodate learner requirements.

This Apprenticeship framework is primarily designed to help new entrants into the IT workforce, thereby ensuring fair access for all that apply for the programme.

Instructus expects employers and training providers to comply with the Equality Act 2010 to ensure that applicants are not discriminated against in terms of entry to, and progression within the sector, using the protected characteristics.

All parties involved in the delivery of Apprenticeships should ensure that there is equality of opportunity for all and any barriers (real or perceived) are addressed to support anyone seeking to enter employment and undertaking an Apprenticeship.

GENDER EQUALITY

Gender imbalance remains a significant issue for the IT & Telecoms sector. Considering IT & Telecoms professional job roles across all sectors, there has been a drop of female representation from 22% in 2001 to 16% in 2016. This compares to the overall UK workforce being 48% female.

As is the case in industry, gender imbalance is prevalent across IT-related courses, and this is worsening over time throughout the education system. 15% of applicants to Computing degree courses are female and the proportion of females who sat the 2013 Computing A-Level is 6.5%, 1.3 percentage points lower than in 2012.

This under-representation of women across the whole IT & Telecoms sector has a number of causes including:
- a lack of awareness (by both individuals and career advisors) of the broad range of career opportunities available
- confusion in school teaching of ICT between IT User and IT professional roles

Instructus has initiated or participated in a number of programmes to address this gender gap and encourage girls to consider a career in IT.

AGE OF WORKFORCE

Analysis of the period 2001-2011 shows a changing trend in the age profile of IT & Telecoms professionals. The proportion of people aged 16-29 has dropped from 33% in 2001 to 19% in 2011.

The average age of IT & Telecoms professionals working in the UK is estimated to be 39 years old, compared with 41 years old for workers more generally. Just under one half (47%) of IT
& Telecoms professionals are aged 40 or above and less than one in five (19%) are in the 16-29 age bracket.
A key contributory factor to this changing dynamic in IT & Telecoms is the effect of globalisation. The maintenance of strong apprenticeship programmes in the sector will be vital to ensure that this trend can be halted or reversed in the coming years, thereby ensuring that the sector has the pipeline of skilled professionals that it requires to move into higher level job roles in 5-10 years time.

ETHNICITY AND DISABILITY
The Information and communication technologies industry is one of the most ethnically diverse industries in the UK, with 13 per cent of the workforce (an increase from 8% of the workforce in 2002) coming from Black, Asian and Minority Ethnic backgrounds compared to nine per cent across the whole economy.
There is significant provision for individuals with disabilities throughout the IT & Telecoms sector with many, varied opportunities for rewarding careers at all levels. This in turn means that apprenticeships are available in a wide range of areas for those with differing levels of disability.
On and off the job training (Wales)

Summary of on- and off-the-job training

Recognition of prior learning (RPL) is encouraged e.g. relevant content from the Welsh Baccalaureate.

Training hours are delivered during contracted working hours under an Apprenticeship agreement, or must have been completed no more than three years prior to commencing the apprenticeship.

On and off the job training hours:

- must be planned, reviewed and evaluated jointly between the apprentice and tutor, teacher, mentor or manager;
- must allow training support via a tutor, teacher, mentor or manager;
- may be delivered through one or more of the following methods: individual and group teaching, e-learning, distance learning, coaching, mentoring; feedback and assessment; collaborative/networked learning

Off-the-job training

Off-the-job training are those learning activities undertaken away from normal work duties.

LEVEL 3

The minimum required is 240 hours.

This is made up of:

- Qualification units: 40 hours
- Employee Rights and Responsibilities: 20 hours
- Essential Skills Wales (for apprentices without the required levels): 180 hours

LEVEL 4

Qualification units: minimum required: 60

How this requirement will be met

Off-the-job learning will be required for the Apprentice to achieve the designated knowledge
outcomes of the combined Diploma qualification.

This may involve a combination of day release, block release, web based learning, mentoring and coaching.

**On-the-job training**

**LEVEL 3**

An apprentice must receive a minimum of 416 hours on the job training

**LEVEL 4**

An apprentice must receive a minimum of 535 hours on the job training

**How this requirement will be met**

An Apprenticeship programme is fundamentally designed to be a work-based programme, whereby instructor-led learning can be immediately applied by apprentices in a real work context.

The qualifications contained in the framework reflects the overall design of an apprenticeship, containing some learning outcomes which are designed to be delivered off-the-job and some practical outcomes designed to be delivered on-the-job.

Wherever possible, the competences should be assessed holistically in the workplace, ensuring that any knowledge elements in the units are learned in the work and organisational context.

This can be recorded by any suitable means including, for example, portfolios of work, performance reviews and work logs/diaries.

An Apprentice can plan and review their use of predefined or commonly used tools and techniques for complex and non-routine activities. As a result of reviewing their work, they will be able to devise solutions in the use of these in order to improve productivity for themselves and others.

Through coaching on-the-job, they will develop transferable skills and techniques for self-help and in turn be prepared to offer support and advice to others.
Evidence of guided learning hours undertaken should be recorded in the apprentice’s Individual Learning Plan, and updated at 12 week reviews throughout the programme.

On completion of the Level 3 Apprenticeship, the total number of guided learning hours can be evidenced through submission of the Combined Qualification, Essential Skills Wales and Employee Rights and Responsibilities.
Essential employability skills (Wales)

Essential employability skills

(No requirement specified)
For more information visit
www.afo.sscalliance.org