A2A Qualifications

Turning Aspiration to Achievement

QUALIFICATION SPECIFICATION

Multi-Channel Marketer Level 3

ST1031 · Assessment plan version 2.0 · Ofqual 610/8449/9



2	18	60	Grading
assessment components Project Professional discussion underpinned by a portfolio	**statements you choose for your project, 10 of them mandatory**	**minute professional discussion**	**Distinction, Pass or Fail**

Which version applies

This specification is for apprentices on **ST1031 assessment plan version 2.0** who started on or after 30 November 2026, until a new version is released. The version is set by the apprentice's start date, not by the current version. **The assessment plan takes precedence** over this specification and all A2A guidance materials, and apprentices and training providers should use it as their first port of call for guidance. Read it at https://skillsengland.education.gov.uk/apprenticeships/st1031

The assessment at a glance

1 Project

COVERS

18 statements you choose: 10 mandatory and 8 others

WHEN

When ready. A 20 minute presentation, 2,500 word report or 8 to 12 page case study brochure

GRADE

Pass or Fail

2 Professional discussion

COVERS

All **20 mandatory statements**, plus others. Underpinned by the portfolio

WHEN

Portfolio due **at least 14 calendar days** before the discussion. **60 minutes** (54 to 66)

GRADE

Distinction, Pass or Fail. Sets the overall grade

OVERVIEW

Your assessment journey

ST1031 • Assessment plan v2.0 • Starts from 30 November 2026

Four stages from registering to completing your apprenticeship. Each card shows who is responsible.

1 Register and plan

TRAINING PROVIDER AND APPRENTICE

Your provider uploads **Part A** of the Access to Assessment Form, with your **campaign title** and project format. Choose an approved title, or get your own approved.

2 Submit your project

TRAINING PROVIDER

Your project and its mapping go to A2A **when ready**. Your portfolio and its mapping reach A2A **at least 14 calendar days** before your discussion.

3 Your assessments

APPRENTICE AND A2A ASSESSOR

Your project is assessed first, **Pass or Fail**. Then a **60 minute professional discussion**, within your apprenticeship timeframe.

4 Results and completion

A2A, EMPLOYER AND PROVIDER

Results **within 7 working days** of each assessment. Your employer confirms your **behaviours**, then **Part B** of the form is completed and A2A requests your certificate.

Be ready for any statement

Your discussion covers all 20 mandatory statements, plus others your assessor chooses from across your project and portfolio, so prepare examples for every statement.

Key information

Purpose	Confirms occupational competence as a Level 3 multi-channel marketer
Qualification	A2A Qualifications Level 3 Apprenticeship Assessment for ST1031 Multi-channel Marketer (610/8449/9)
Assessment plan	Version 2.0. https://skillsengland.education.gov.uk/apprenticeships/st1031
Grading	Fail, Pass or Distinction (project: Pass or Fail)
Delivery	Remote and online. Set, delivered and marked by A2A Qualifications
Funding	£11,000
Behaviours	Confirmed by the employer. Not assessed or graded by A2A
Document	Document revision 2.0 Final, issued 22 November 2026

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01 About this specification

This specification sets out how A2A Qualifications assesses the Level 3 Multi-Channel Marketer apprenticeship (ST1031) for apprentices on assessment plan version 2.0. It is written for training providers, employers, apprentices and A2A assessors.

The assessment plan version tells you which apprentices this document applies to. The document revision is A2A's own version number for this specification, which changes when A2A updates the document. This is document revision 2.0 Final.

Disclaimer

The assessment plan published by Skills England takes precedence over this specification and over all A2A guidance materials. Where they differ, the assessment plan applies. Apprentices and training providers should refer to the assessment plan as their first port of call for guidance. The assessment plan is at https://skillsengland.education.gov.uk/apprenticeships/st1031

Supporting documents, including example questions, the portfolio mapping document, apprentice guidance and the Employer Behaviour Approval Form, are available on the A2A Assessment Platform to training providers with apprentices registered with A2A.

A2A Qualifications Ltd is an Ofqual regulated awarding organisation (RN6096) and is on the register of apprenticeship assessment organisations (EPAO0889). All A2A assessment is delivered remotely.

02 Purpose of the assessment

The objective of this apprenticeship assessment is to confirm that the apprentice is occupationally competent as a multi-channel marketer at Level 3. They must have shown the knowledge and skills in occupational standard ST1031 to the standard set out in assessment plan version 2.0.

In line with Ofqual's general purposes for apprenticeship assessment, it is designed to:

- show that the apprentice can apply their knowledge and skills in different but comparable contexts, for example with a different employer
- give employers reliable evidence of the apprentice's attainment, so they can be confident the expected performance standard has been reached
- build the apprentice's confidence in the workplace

03 The occupation

Multi-channel marketers work in organisations of all sizes and sectors, in in-house marketing teams and agencies, supporting the delivery of marketing campaigns across online and offline channels.

They plan and coordinate marketing activity, create on-brand content, build and run multi-channel campaigns, work with internal stakeholders and suppliers, use current and emerging technology including AI responsibly, and measure and evaluate campaign performance, within legal, ethical and quality requirements.

04 Entry and completion requirements

Entry

There are no entry requirements set by the assessment plan beyond those of the employer. Apprentices must follow the English and maths requirements in the Department for Education apprenticeship funding rules. There is no mandatory qualification for this standard.

When the apprentice can be assessed

There is no gateway before assessment. The training provider registers the apprentice by uploading Part A of the Access to Assessment Form to the A2A Assessment Platform. The apprentice can be assessed at any appropriate point once the apprentice, employer and training provider agree they are ready. The project is assessed first. The professional discussion can follow at a later date, within the apprenticeship timeframe.

Language of assessment

All assessment is carried out in English. British Sign Language may be used as a reasonable adjustment.

Recognition of prior learning

Prior learning or experience cannot be used to exempt the apprentice from any part of this assessment. All evidence must be produced during the apprenticeship.

Completing the apprenticeship

Before A2A can request the apprenticeship certificate, all of the following must be confirmed:

- all assessment components passed
- the minimum time on programme met (currently 8 months) and the off-the-job training requirements met (minimum 326 hours), as set out in the funding rules
- English and maths requirements met
- behaviours confirmed by the employer on the A2A Employer Behaviour Approval Form

The training provider confirms these requirements on **Part B of the Access to Assessment Form**, the gateway to completion, with the employer satisfied that the apprentice has met the standard. A2A requests the apprenticeship certificate once all the requirements of the assessment plan and A2A's requirements are met, and Part B has been received.

05 The assessment components

The apprentice completes two components: a project, which the assessment plan requires, and a professional discussion underpinned by a portfolio of evidence. Both are set by A2A and marked by an independent A2A assessor, and are graded separately. The project is graded Pass or Fail. The professional discussion is graded Fail, Pass or Distinction and, once the project has been passed, sets the overall grade. The portfolio is not marked. Both components use the same headings: what to prepare, what happens and how it is graded.

Synoptic assessment

The professional discussion is the synoptic part of this assessment. It is one of the two components, so it makes up half of the assessment. It covers all 20 mandatory statements across the six outcomes and draws on the apprentice's project, portfolio and wider job role, so the apprentice shows how they combine their knowledge and skills in real work. The project also brings together planning, content, execution and measurement in one real campaign.

06 Component 1: Project

What to prepare

The project is about **one real multi-channel campaign** the apprentice worked on, across more than one channel, in which they made some of the decisions themselves and can show what it achieved. The campaign title must be agreed by the apprentice, employer and training provider and is recorded on the Access to Assessment Form. The apprentice chooses one of A2A's ten approved titles listed on the Access to Assessment Form, or proposes their own title on the Campaign Title Request Form, which A2A must approve before the project starts.

Whatever the format, the project covers the same content: objectives and audience research, the plan and budget, the channels used and how they worked together, brand and content, delivery, results and metrics, what was learned, and any AI used. It must clearly evidence **18 statements** chosen by the apprentice: 10 mandatory and 8 others, from any outcome. The apprentice chooses one format, each with a 10% tolerance either way:

- **presentation:** 20 minutes (18 to 22), live sharing the screen or pre-recorded in one continuous take without editing. The apprentice is on camera throughout a live presentation. A pre-recorded presentation may use an avatar if the apprentice appears on camera to open and close it. Anything after 22 minutes is not marked
- **written report:** 2,500 words (2,250 to 2,750), with clear headings that follow the project content, sent as a Word or PDF file. Anything over 2,750 words is not read. Annexes are extra and have no fixed limit
- **case study brochure:** 8 to 12 designed pages as a PDF, telling the story of the campaign and what it achieved, not just the sales message

The format can be changed up until the project is submitted, by agreement with the employer and training provider. A shorter submission is allowed at the apprentice's own risk. Anything that identifies a customer or client must be removed. Nobody else may produce the project for the apprentice.

What happens

The training provider uploads the project and its mapping to the A2A Assessment Platform when it is ready, with the campaign materials it refers to. For a presentation, this is the recording, or the slides and speaker notes. There are no questions on the project itself: the professional discussion may explore it later.

How it is graded

The project is graded **Pass or Fail** by an independent A2A assessor on what it shows: every chosen statement must be evidenced to the pass standard. Results are released within 7 working days.

07 Component 2: Professional discussion

What to prepare

The professional discussion is **underpinned by the portfolio of evidence**: work the apprentice produced during the apprenticeship. It must cover, as a minimum, the 18 statements not used in the project: the other 10 mandatory statements and 8 others. It usually contains 10 to 20 pieces, as a guide, and one piece can cover several statements. The portfolio is not marked: the assessor reads it to prepare questions.

One A2A mapping document covers all 36 statements and shows where each is met in the project or the portfolio. It is uploaded with the project, and again with the portfolio. The portfolio and updated mapping must reach A2A **at least 14 calendar days before the discussion**. If they arrive late, the discussion is rebooked and may be charged. Example questions are available to training providers on the A2A Assessment Platform.

The apprentice can have up to two pages of their own notes, and may refer to their portfolio. The assessor may ask to see the notes.

What happens

The professional discussion is a **60 minute** one to one conversation with an independent A2A assessor, held online, with a 10% tolerance either way (54 to 66 minutes). The assessor stops at 66 minutes. The assessor asks about the campaign in the project, the choices made, why and what was learned, and draws on the portfolio. The discussion covers all 20 mandatory statements, plus other statements the assessor chooses from across the project and portfolio. Answers about the project count towards the discussion grade. The assessor may rephrase questions and ask follow-up questions, but will not lead the apprentice towards an answer.

On the day:

- The apprentice shows photographic ID to the assessor before the recording starts. No copy is taken.
- The apprentice shows the assessor around the room before the session. This is done off the recording, for privacy.
- The apprentice is on their own, unless a support person has been agreed in advance as a reasonable adjustment.
- The camera stays on throughout. Smart watches and other wearable devices must not be worn.
- Internet searches, ChatGPT and other AI tools must not be used during the session.
- The session is recorded for quality assurance and assessor training.
- If technology fails and cannot be fixed, the session is rebooked and does not count as an attempt.
- There is no break during the session, unless a break has been agreed in advance as a reasonable adjustment.

How it is graded

The professional discussion is graded **Fail, Pass or Distinction** against the six performance categories. Once the project has been passed, the discussion grade is the overall grade.

08 Grading

Grading each component

- **Project.** Pass or Fail. Every one of the 18 chosen statements, including the 10 mandatory, is evidenced to the pass standard.
- **Professional discussion: pass.** Every mandatory statement and every other statement asked about is evidenced to the pass standard, and the pass descriptors are met across all six categories. A shortfall in one area cannot be made up by strength in another.
- **Professional discussion: distinction.** The project has been passed, and the discussion meets every pass requirement, answers the distinction questions at distinction standard and is consistently above pass across all six performance categories.
- **Fail.** The pass requirements are not met.

Where the evidence for a statement is weak, the A2A assessor and internal quality assurer moderate the decision together and may award a Fail at their discretion.

What pass and distinction look like

A simple guide, based on Bloom's taxonomy, to the difference between the two grades.

Remember › Understand › Apply › Analyse › Evaluate › Create

Pass

REMEMBER, UNDERSTAND, APPLY

- Explains what they do and why, using real examples from their own work
- Applies procedures and tools correctly in routine, familiar tasks
- Follows legislation and organisational rules accurately

Distinction

ANALYSE, EVALUATE, CREATE

- Analyses situations and explains the reasons behind their choices
- Evaluates what worked, adapts when requirements change and shows the difference their work made
- Uses judgement, anticipates needs and applies rules with confidence

This is a guide to the level expected. Assessors grade against the performance descriptors in the assessment plan, and a distinction is not guaranteed.

Overall grade

The apprentice must pass both components. Once the project has been passed, the overall grade is the professional discussion grade. There is no merit grade.

Project	Professional discussion	Overall grade
Fail in either component		**Fail**
Pass	Pass	**Pass**
Pass	Distinction	**Distinction**

Performance descriptors

The assessment plan sets pass and distinction descriptors for six performance categories. A2A's grading criteria are built from them and cover all six.

Performance category	Pass	Distinction
Applied Knowledge	Demonstrates sound application of marketing knowledge, facts, procedures, and ideas across routine and non-routine tasks, completing them to an acceptable standard in familiar but sometimes complex work contexts.	Applies across a variety of campaigns and audiences a thorough understanding of marketing knowledge, facts, procedures, and ideas to manage and resolve routine and non-routine tasks with discernment and skill in familiar but sometimes complex work contexts.
Applied Skills	Identifies and applies marketing skills, methods, and procedures to complete tasks and address challenges with a reasonable degree of autonomy and effectiveness across marketing activities.	Selects and integrates marketing skills, methods, and procedures proactively and resourcefully to complete tasks and address challenges effectively and with minimal oversight across marketing activities.
Regulatory and Procedural Awareness	Applies marketing-related legislation, regulation, and guidance without error, with some depth of insight and adaptability when supporting compliant and ethical campaign activity.	Demonstrates refined judgement in interpreting marketing-related legislation, regulation, and guidance, confidently navigating nuanced issues in practice when supporting compliant and ethical campaign activity.
Communication and Collaboration	Participates in marketing team environments and demonstrates communication and service delivery skills that support daily operations with stakeholders and suppliers.	Communicates persuasively and adapts confidently to different audiences and team dynamics, taking initiative in delivering interactions with stakeholders and suppliers.
Information Use and Decision Making	Interprets and evaluates marketing information from a variety of sources to support problem-solving in mostly familiar but sometimes complex work contexts.	Evaluates diverse and sometimes conflicting marketing information sources with insight, drawing informed conclusions that improve task outcomes or efficiency.
Responsibility and Autonomy	Takes responsibility for initiating and completing marketing tasks within set parameters and, where relevant, contributes to guiding or supporting others in campaign delivery.	Pre-empts the need for marketing tasks to be initiated within set parameters, demonstrating accountability and responsiveness to emerging priorities or risks, and leading others to achieve team outcomes.

09 Results, feedback and appeals

Results are released **within 7 working days** of the assessment. Each assessment is internally quality assured before the result is released. The apprentice receives a feedback form for each component, and results are available to the training provider on the A2A Assessment Platform.

The feedback form confirms the result for each assessment component. It is not an apprenticeship certificate. A2A requests the apprenticeship certificate once all the requirements of the assessment plan and A2A's requirements are met. Apprentices then download their certificate from the GOV.UK website.

Appeals, complaints and other policies are published at www.a2aqualifications.co.uk/policies.

10 Resits and retakes

A resit is a further attempt without additional learning. A retake is a further attempt after additional learning. The employer and training provider must agree to any resit or retake.

- The apprentice only resits or retakes the component they did not pass.
- If one component is not passed and the apprentice does not complete or pass the other component, A2A may award an **overall Fail** grade.
- Resit and retake grades are not capped, so a distinction is still possible.
- A project resit or retake is a revised or new project. A professional discussion resit or retake uses different questions, and the portfolio can be updated at least 14 calendar days before.
- An apprentice who has passed a component can resit it to try for a distinction. The apprentice must let A2A know **within 7 calendar days** of the result, by email to info@a2aqualifications.co.uk. Up to three improvement resits are allowed per component, and more only with A2A approval. The higher grade stands.
- Improvement resits apply to the professional discussion only. A passed project stands.
- Resits, retakes and improvement resits are **charged in full**. The training provider is responsible for paying and may pass the cost on to the employer if it wishes. Apprentices are never charged.

11 Reasonable adjustments and special consideration

Reasonable adjustments are available so that apprentices can show what they know and can do on equal terms. A2A uses the Skills England reasonable adjustment matrix to decide which adjustments are suitable for each assessment method.

The training provider requests an adjustment by completing the **reasonable adjustment request form**, which is available with the support materials on the A2A Assessment Platform. The form should be submitted as early as possible, and before the assessment is booked, so the adjustment can be in place on the day.

Adjustments do not change the standard the apprentice must meet. Decisions are made by the A2A head office team in line with the A2A Reasonable Adjustments and Special Considerations Policy, and the assessor is told about any agreed adjustment before the assessment.

Special consideration

If something outside the apprentice's control affects their assessment, such as illness or bereavement, the training provider can apply for special consideration. Requests are considered in line with the A2A Reasonable Adjustments and Special Considerations Policy, published at www.a2aqualifications.co.uk/policies.

12 Use of AI

Apprentices can use AI tools, as long as the use is honest and the work remains their own. Any AI use must be declared on the mapping document, and the assessor may ask about it. It is good practice to save the prompts used and include them in an appendix to the portfolio. AI must not be used to produce evidence for the apprentice, to replace their own judgement or to answer questions during a live session.

13 Malpractice and maladministration

A2A Qualifications takes malpractice and maladministration seriously. Malpractice includes:

- submitting work that is not the apprentice's own
- using AI to produce evidence or answers without declaring it
- using AI to produce false records, or to answer questions during a live session
- copying, or receiving help that is not allowed
- impersonation
- a provider or employer completing or changing evidence for the apprentice

Training providers and employers must report any suspected malpractice or maladministration to compliance@a2aqualifications.co.uk straight away. A2A investigates in line with its Malpractice and Maladministration Policy, published at www.a2aqualifications.co.uk/policies. Results may be withheld while an investigation takes place.

14 Assessors and quality assurance

Assessors

Every A2A assessor:

- has relevant occupational experience and knowledge of marketing, kept up to date through CPD, which is checked by the lead IQA at least once a year
- holds a recognised assessing qualification, such as CAVA or AVRA, or is registered and working towards one, completing it within 12 months
- completes A2A training and standardisation before their first assessment on the standard, and at least once a year after that
- has no conflict of interest and does not assess apprentices from an organisation they also work for

Internal quality assurance

Every A2A internal quality assurer holds a recognised internal quality assurance qualification and relevant occupational knowledge. A2A samples assessment decisions in line with its sampling policy, using recordings, recording forms and feedback forms, before results are released.

15 Assessment outcomes and statements

The assessment plan groups 22 knowledge and 14 skills statements into six assessment outcomes. All six outcomes must be assessed. Statements marked as mandatory (shaded) must be assessed in every version of the assessment. There are 20 mandatory and 16 non-mandatory statements.

At A2A, the project covers 18 statements chosen by the apprentice: 10 mandatory and 8 others, from any outcome. The portfolio covers, as a minimum, the 18 statements not used in the project: the other 10 mandatory statements and 8 others. Together, the project and portfolio cover all 36 statements. The professional discussion covers all 20 mandatory statements, plus other statements the assessor chooses.

AO1: Marketing strategy and planning

Applies understanding of marketing principles to the development of marketing activities, applying simple planning steps to create campaigns that align with the business, customers, and the competitive environment.

DEPTH AT LEVEL 3: At Level 3, the apprentice applies marketing principles and simple planning steps to campaigns within an agreed plan and budget. They are not expected to set marketing strategy.

Ref	Knowledge and skills statement	Mandatory
K1	Marketing theory, concepts and basic principles for example what marketing is, the marketing mix, the promotional mix and the differences between each channel used.	**Yes**
K2	The business' structure, vision, priorities, and objectives, and how their marketing role supports these.	No
K4	What a marketing plan is, how it is built and its purpose.	**Yes**
K5	The importance of competitor analysis and how to undertake it.	No
K18	The campaign management process including research, planning, budgeting, implementation, and delivery.	**Yes**
K20	The customer journey including customer offline and digital touchpoints, customer personas, how to engage customers at different stages of their journey, sales funnels and how to segment an audience for targeting.	**Yes**
S2	Plan and coordinate a marketing activity using marketing approaches to acquire and retain one or more customer segments using available resources.	**Yes**
S9	Contribute to research that supports the marketing function, for example researching tools, services and platforms.	No

AO2: Collaboration, stakeholders, suppliers and emerging technology

Works effectively with internal stakeholders and external suppliers, using current and emerging technologies (including AI) responsibly to deliver marketing outcomes.

DEPTH AT LEVEL 3: The apprentice develops or interprets briefs, works with colleagues and suppliers, and uses technology, including AI, responsibly in day-to-day marketing work.

Ref	Knowledge and skills statement	Mandatory
K8	Current and emerging technologies, software and systems which impact on marketing, including artificial intelligence (AI), and approaches to using them responsibly.	No
K11	How internal stakeholders work to support the delivery of all marketing campaigns.	**Yes**
K13	Methods and approaches for briefing and managing suppliers.	**Yes**
S1	Develop or interpret briefs for external or internal stakeholders and measure delivery in line with the specification and agreed timelines.	**Yes**
S12	Use technology and software packages to support day-to-day activities, for example stakeholder communications, development of briefs, report writing, presentations and project management.	No

AO3: Legal, ethics and quality assurance

Ensures marketing communication and asset management comply with legal, regulatory, ethical, diverse and quality standards.

DEPTH AT LEVEL 3: The apprentice applies data protection, copyright and other legal and ethical requirements to their own marketing communications and assets.

Ref	Knowledge and skills statement	Mandatory
K9	Relevant regulatory and legislative requirements for example data protection, GDPR, cyber security, trading laws, and copyright law for the handling and processing of data and its application.	**Yes**
K10	Principles of conducting marketing communications in an ethical and diverse manner.	No
K21	The impact marketing has on the level of customer service or the customer experience, including community management channels.	No
S10	Organise and manage assets to ensure they are legally compliant.	**Yes**

AO4: Brand, content and customer communication

Creates on brand, audience appropriate content and communications that deliver consistent customer experience across channels.

DEPTH AT LEVEL 3: The apprentice writes, designs, proofreads and publishes on-brand content for different audiences and channels.

Ref	Knowledge and skills statement	Mandatory
K6	Brand theory for example positioning, value, identity, guidelines, and tone of voice.	No
K7	Methods and approaches for creating content using principles of design and copywriting, and how to adapt for online and offline mediums, for example writing digital content for the web compared to leaflets.	Yes
K14	How to adapt communications for appropriate stakeholders and internal audiences.	No
K15	The principles of content marketing, and content creation.	Yes
K22	Quality management and approaches to maintaining assets across channels.	No
S3	Contribute to the generation of innovative and creative approaches across formats to support campaign development.	No
S5	Use copywriting techniques, for example storytelling and audience-targeting, to write persuasive text/copy to meet a communications objective and ensure it is in line with organisational brand guidelines.	Yes
S7	Proofread marketing copy ensuring it is accurate, persuasive and on brand.	Yes
S8	Use software to design and create marketing assets to meet the technical specification.	Yes
S11	Use a content management system to publish text, images, and video/animated content.	No

AO5: Multi-channel campaign execution and tools

Builds and implements integrated, multi-channel campaigns using appropriate platforms and operational tools to deliver activity to specification.

DEPTH AT LEVEL 3: The apprentice builds and runs multi-channel campaigns using the organisation's platforms and campaign management tools.

Ref	Knowledge and skills statement	Mandatory
K12	Common marketing channels, cross-channel behaviour, and how to manage and operate an integrated campaign across channels.	Yes
K19	Tools used to support campaign management for example social media, Gantt charts, data analytics, and project management software.	No
S6	Build and implement multi-channel campaigns across a variety of platforms.	Yes

AO6: Data measurement and optimisation

Uses data ethically to measure performance against objectives, generate insights, and continuously optimise campaigns and budgets

DEPTH AT LEVEL 3: The apprentice gathers and analyses campaign data and metrics, monitors budgets and identifies improvements.

Ref	Knowledge and skills statement	Mandatory
K3	Data analysis tools and methods to measure the impact of business objectives, the wider environment and sustainability on marketing activities.	No
K16	Methods and strategies for budget monitoring and tracking.	Yes
K17	The importance of using metrics to regularly review campaigns to ensure effectiveness and optimisation.	Yes
S4	Use research/survey software to gather audience insight and/or evaluation to support the project.	No
S13	Identify and use data and technologies to record, interpret and analyse customer or campaign data.	No
S14	Measure and evaluate campaign delivery to identify areas for improvement.	Yes

16 Behaviours

The behaviours below are part of the occupational standard. They are not assessed or graded by A2A. The employer confirms the apprentice has shown them by completing the A2A Employer Behaviour Approval Form, which is required before the certificate can be requested.

Ref	Behaviour
B1	Has accountability and ownership of their tasks and workload.
B2	Takes responsibility, shows initiative and is organised.
B3	Works flexibly and adapts to circumstances.
B4	Works collaboratively with others to support marketing activities.
B5	Seeks learning opportunities and continuous professional development.
B6	Acts in a professional manner with integrity and confidentiality.

17 Glossary

Plain English meanings of the terms used in this specification.

A2A Assessment Platform	The online system training providers use to register apprentices, upload evidence and see results.

Access to Assessment Form	The A2A form used to register the apprentice, including the campaign title and project format (Part A) and, once both assessments are passed, to confirm the completion requirements before the certificate is requested (Part B).
Apprenticeship assessment	The independent assessment that confirms the apprentice is competent in their occupation.
Assessment outcome	A group of related knowledge and skills statements from the assessment plan. Every outcome must be assessed.
Assessment plan	The document published by Skills England that sets out how the apprenticeship must be assessed. It takes precedence over this specification.
Improvement resit	A further attempt at a component the apprentice has already passed, to try for a distinction.
Mandatory statement	A knowledge or skills statement shown in bold in the assessment plan, which must be assessed in every version of the assessment.
Non-mandatory statement	A knowledge or skills statement that is assessed across the assessment as a whole, but not necessarily in every assessment.
Performance descriptor	The plan's description of the level of performance needed for a pass or a distinction in each performance category.
Resit	A further attempt at a component that was not passed, without additional learning.
Retake	A further attempt at a component that was not passed, after a period of additional learning.
Synoptic assessment	Assessment in which the apprentice brings together knowledge and skills from across the standard to show they are competent in an integrated way.

18 Contact and document control

Bookings and evidence	bookings@a2aqualifications.co.uk
General queries and improvement resit requests	info@a2aqualifications.co.uk
Compliance	compliance@a2aqualifications.co.uk
Policies	www.a2aqualifications.co.uk/policies
Website	www.a2aqualifications.co.uk

Apprentices should contact their training provider first with any questions.

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Document control

Document	Qualification Specification ST1031 Multi-Channel Marketer
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Owner	A2A Qualifications Ltd
Issued	22 November 2026
Review date	Annually, or as required

A2A Qualifications

Turning Aspiration to Achievement

Questions about your assessment?

Apprentices should contact their training provider first. Providers can contact us at any time.

BOOKINGS AND EVIDENCE
bookings@a2aqualifications.co.uk

GENERAL QUERIES
info@a2aqualifications.co.uk

POLICIES AND APPEALS
www.a2aqualifications.co.uk/policies

www.a2aqualifications.co.uk

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