



#LOVELEARNPLAY

WE ARE LEARNPLAY FOUNDATION

WELCOME PACK
DIGITAL MARKETER

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**“LEARNPLAY FOUNDATION
IS A VISIONARY
SOCIAL ENTERPRISE”
- JOHN HARRIS, THE GUARDIAN**



WHO ARE LEARNPLAY FOUNDATION?

LearnPlay Foundation was established in 2007 as a not-for-profit organisation with charitable, educational, community and social objectives. Since 2007 we have grown into so much more! From film production, editing, computer game programming, design, distribution, direct marketing and promotional activities, LearnPlay holds a strong commercial and civic portfolio.

We have been learning specialists for over 15 years. Our journey in the world of learning aims to disrupt tired learning delivery and make it exciting, compelling and accessible.

Our mission has always been to help organisations & people reach their desired goals and potential by distilling learning in a meaningful & impactful way to help create agile and skilled workforces.

We have worked with over 7000 individuals and organisations with positive and progressive outcomes. Our apprenticeship delivery has recently reached 649 completions.

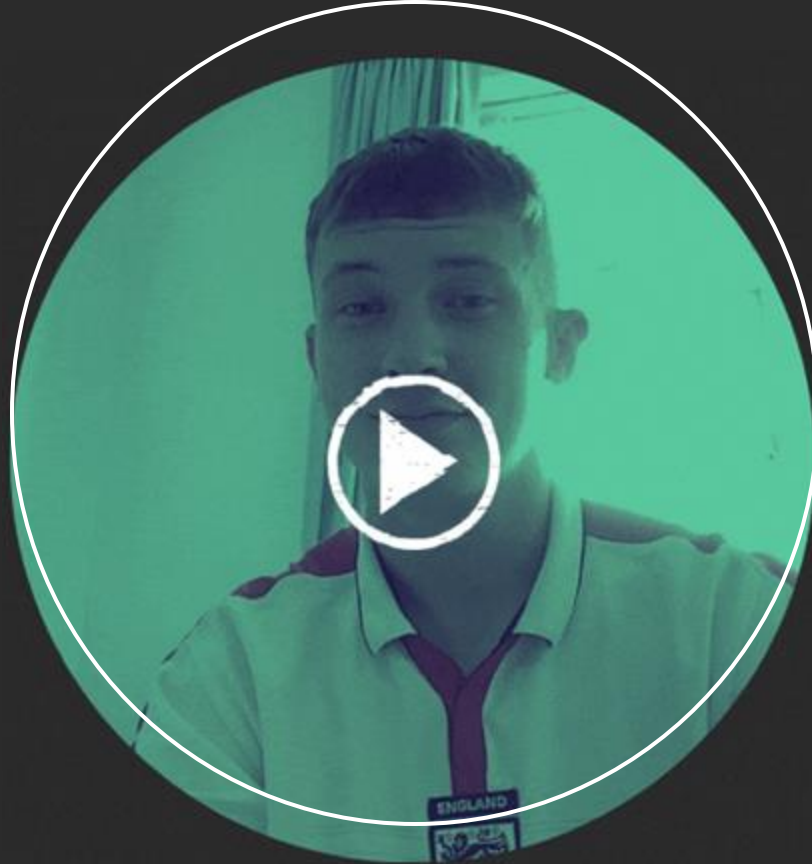
We are a national leader in apprenticeships for new hires and upskilling. **Our completion rate sits proudly at 93%** against the ESFA benchmark of 53%, with our timely completions at 100%.



TESTIMONIALS FROM PREVIOUS APPRENTICES



ELERI



ALEX



HALLIE



WELCOME TO YOUR APPRENTICESHIP

Welcome to your learning journey with LearnPlay Foundation!

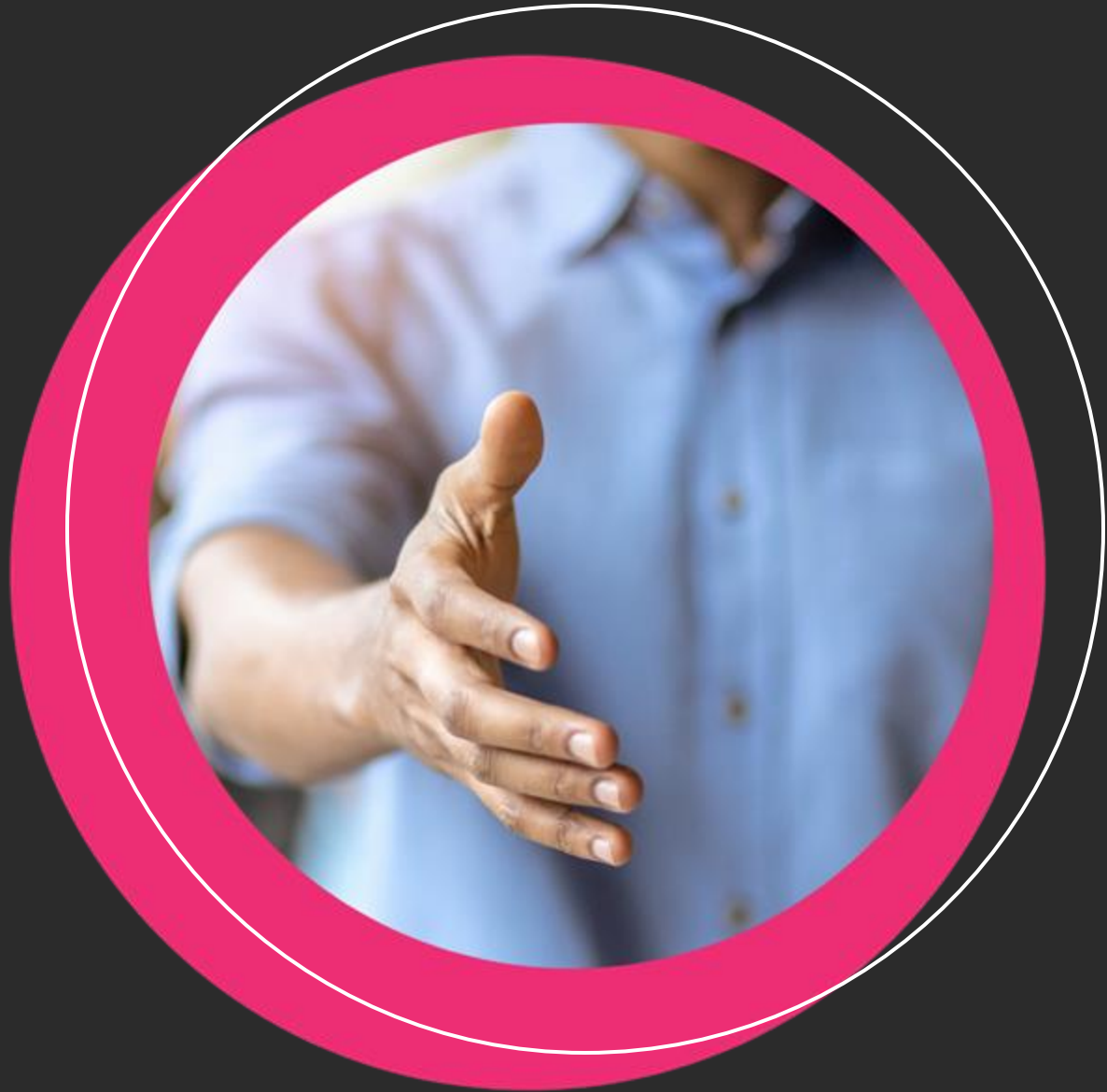
This is an exciting time that promises to be **fun and educational** while equipping you with real-world skills to utilise in the workplace.

For the duration of your time with us, your life will be filled with **engaging learning** that will challenge you and help you to acquire, practice and improve your skills.

You will spend your time with **seasoned professionals** who will teach you everything you need to know in your chosen apprenticeship. Each task set for you will build your expertise and your confidence!

By the time your apprenticeship reaches its conclusion, you will feel ready and able to **take on any future challenges** within the industry.

From all of us at LearnPlay Foundation - we **look forward to meeting you** and getting to know you better!





YOUR APPRENTICESHIP

DIGITAL MARKETER

A Digital Marketer is responsible for the development and implementation of digital strategies on social platforms, websites and other online destinations. Attracting customers is what the Digital Marketer knows best! Furthermore, it is the job of the Digital Marketer to attract and retain an audience on behalf of their clients.

You will learn how to work with clients, creating a comprehensive brief that reflects your client's needs, wants, desires and overall vision.

To create the perfect campaign you will **perform in-depth research** taking into consideration the client's target audience, outlets, channels, and objectives while ensuring a maximum return on investment through your highly targeted strategy.

There will be **exciting opportunities to work with industry professionals**, fuelled by your passion for technology and creating on point, captivating campaigns that will delight your clients.

Once your apprenticeship is complete you will ably step into a role within a digital agency.



APPRENTICESHIP DELIVERY

Your apprenticeship will be delivered to you in one of **three ways** depending on your location:

- On-site
- Online (remote)
- A combination of on-site and online (blended)

Your studies will include a mixture of:

- Individual coaching
- Video tutorials
- Workshops and events
- On the job training

No matter which form of delivery you take part in you can be sure that **you will be learning up to date, industry-relevant content** that will prepare you for your future.

With your newly acquired skills and training, you will be prepared to take on the exciting challenges of the workplace!



COURSE CONTENT

	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Activities	1. Induction 2. Personal Bio Know ledge Workshops: 1. Learning & Development Plan 2. Teamw ork 3. Legislation, policies & security 4. Social Media 101	Know ledge Workshops: 1. Getting out there 2. Web	Assessment for Digital Marketing Business Principles Know ledge Workshops: 1. Objectives & Strategies Progress Review	Know ledge Workshops: 1. Marketing 2. Customers	Know ledge Workshops: 1. Data Assessment for Marketing Principles	Know ledge Workshops: 1. Web Functional Skills to be completed Progress Review	Know ledge Workshops: 1. Web	Know ledge Workshops: 1. Coding Assessment for Coding	1. Revision sessions around know ledge areas 2. Portfolio 3. EPA Prep Progress Review	1. Revision sessions around know ledge areas 2. Portfolio . EPA Prep	1. Revision sessions around know ledge areas 2. Portfolio 3. EPA Prep	1. Revision sessions around know ledge areas 2. Portfolio 3. EPA Prep Progress Review
Outcomes per Quarter	1. Proficiency & ability to: 2. Portfolio production to have begun, storing all w ork completed tow ards briefs 3. CPD log to be maintained & updated			1. Know ledge, Skills & Behaviours developed to date to be reinforced by: 2. Portfolio to be maintained & updated 3. CPD log to be maintained & updated 4. Functional Skills to be achieved			1. Know ledge, Skills & Behaviours developed to date to be reinforced by: 2. Portfolio to be maintained & updated 3. CPD log to be maintained & updated			1. All Know ledge, Skills & Behaviours across standard to be embedded & evidenced w ithin portfolio 2. Learner must be ready for End Point Assessment: a. Confident w hen discussing their apprenticeship, w hat they have learnt & achieved b. Understand the components of EPA & able to respond to each w ithin the set timeframe 3. Portfolio to be complete, easy to navigate & ready for external inspection 4. CPD log to be fully up to date 5. Employer reference obtained 6. EPA date w ill be confirmed		



COURSE CONTENT - QUARTERS 1 & 2

		Quarter 1			Quarter 2		
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Activities		1. Induction 2. Personal Bio Knowledge Workshops: 1. Learning & Development Plan 2. Teamwork 3. Legislation, policies & security 4. Social Media 101	Knowledge Workshops: 1. Getting out there 2. Web	Assessment for Digital Marketing Business Principles Knowledge Workshops: 1. Objectives & Strategies Progress Review	Knowledge Workshops: 1. Marketing 2. Customers	Knowledge Workshops: 1. Data Assessment for Marketing Principles	Knowledge Workshops: 1. Web Functional Skills to be completed Progress Review
	Outcomes per Quarter	1. Proficiency & ability to: 2. Portfolio production to have begun, storing all work completed towards briefs 3. CPD log to be maintained & updated			1. Knowledge, Skills & Behaviours developed to date to be reinforced by: 2. Portfolio to be maintained & updated 3. CPD log to be maintained & updated 4. Functional Skills to be achieved		



COURSE CONTENT - QUARTERS 3 & 4

		Quarter 3			Quarter 4		
		Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Activities	Knowledge Workshops: 1. Web	Knowledge Workshops: 1. Coding Assessment for Coding	1. Revision sessions around knowledge areas 2. Portfolio 3. EPA Prep Progress Review	1. Revision sessions around knowledge areas 2. Portfolio 3. EPA Prep	1. Revision sessions around knowledge areas 2. Portfolio 3. EPA Prep	1. Revision sessions around knowledge areas 2. Portfolio 3. EPA Prep	1. Revision sessions around knowledge areas 2. Portfolio 3. EPA Prep Progress Review
	Outcomes per Quarter	1. Knowledge, Skills & Behaviours developed to date to be reinforced by: 2. Portfolio to be maintained & updated 3. CPD log to be maintained & updated			1. All Knowledge, Skills & Behaviours across standard to be embedded & evidenced within portfolio 2. Learner must be ready for End Point Assessment: a. Confident when discussing their apprenticeship, what they have learnt & achieved b. Understand the components of EPA & able to respond to each within the set timeframe 3. Portfolio to be complete, easy to navigate & ready for external inspection 4. CPD log to be fully up to date 5. Employer reference obtained 6. EPA date will be confirmed		




COURSE CONTENT - ALL MODULES

Knowledge Modules	Vendor or Professional Qualifications	Technical Competencies	Technical Competencies (continued)
<ul style="list-style-type: none"> ❑ Knowledge Module 1: Principles of Coding (for level 3 Digital Marketer Apprenticeship) ❑ Knowledge Module 2: Marketing Principles (for Level 3 Digital Marketer) ❑ Knowledge Module 3: Digital Marketing Business Principle (for level 3 Digital Marketer Apprenticeship) 	<ul style="list-style-type: none"> ❑ MTA HTML 5 Application Development Fundamentals (98-375) ❑ CIW – Site Development Associate ❑ Google Squared ❑ CIM Level 3 Award in Digital Fundamentals ❑ Dot Native ❑ CIW – Internet Business Associate ❑ Google Analytics IQ ❑ CIM Level 3 Award in Digital Fundamentals ❑ CIW – Data Analytics ❑ CIW – Social Media Strategist ❑ Dot Native ❑ Google Squared 	<ul style="list-style-type: none"> ❑ Written communication: applies a good level of written communication skills ❑ Research: analyses and contributes information ❑ Technologies: recommends and applies effective, secure and appropriate solutions ❑ Data: reviews, monitors and analyses online activity ❑ Customer service: responds efficiently to enquiries using online and social media platforms ❑ Problem solving: applies structured techniques to problem solving ❑ Analysis: understands and creates basic analytical dashboards ❑ Implementation: builds and implements digital campaigns across a variety of digital media platforms ❑ Applies at least two specialist areas 	<ul style="list-style-type: none"> ❑ Uses digital tools effectively ❑ Digital analytics: measures and evaluates success <p>Interprets and follows:</p> <ul style="list-style-type: none"> ❑ latest developments in digital media technologies and trends ❑ marketing briefs and plans ❑ company defined ‘customer standards’ or industry good practice ❑ Can operate effectively <div style="text-align: right; margin-top: 20px;">  <p>Institute for Apprenticeships & Technical Education</p> </div>



COURSE CONTENT - ALL MODULES - CONTINUED

Technical Knowledge and Understanding		
<ul style="list-style-type: none"> ❑ Understanding of the principles of coding ❑ Understanding of and can apply basic marketing principles ❑ Understanding of and can apply the customer lifecycle ❑ Understanding of the role of customer relationship marketing ❑ Understanding of how teams work effectively to deliver digital marketing campaigns and can deliver accordingly ❑ Understanding of the main components of Digital and Social Media Strategies 	<p>Understanding of the principles of all of the following specialist areas:</p> <ul style="list-style-type: none"> ❑ search marketing ❑ search engine optimisation ❑ email marketing ❑ web analytics and metrics ❑ mobile apps ❑ Pay-Per-Click ❑ how these can work together ❑ Understanding of the similarities and differences, including positives and negatives, of all the major digital and social media platforms 	<ul style="list-style-type: none"> ❑ Understanding of, and, responds to the business environment and business issues related to digital marketing and customer needs ❑ Understanding of, and, follows digital etiquette ❑ Understanding of how digital platforms integrate in to the working environment ❑ Understanding of, and, follows the required security levels necessary to protect data across digital and social media platforms <div style="text-align: right; margin-top: 20px;">  <p>Institute for Apprenticeships & Technical Education</p> </div>



YOUR WEEK PLANNER

Enter important dates and tasks in your Google Calendar.

Note Your Tasks & Sessions

Monday	Tuesday	Wednesday	Thursday	Friday



SCHEDULED VISITS

Enter the dates and times for your visits and the Coach they are scheduled with.

Copy and paste your Zoom link below:

Visit 1	Date and Time	Visit with	Remote In Person
Visit 2	Date and Time	Visit with	Remote In Person
Visit 3	Date and Time	Visit with	Remote In Person
Visit 4	Date and Time	Visit with	Remote In Person
Visit 5	Date and Time	Visit with	Remote In Person
Visit 6	Date and Time	Visit with	Remote In Person

Visit 7	Date and Time	Visit with	Remote In Person
Visit 8	Date and Time	Visit with	Remote In Person
Visit 9	Date and Time	Visit with	Remote In Person
Visit 10	Date and Time	Visit with	Remote In Person
Visit 11	Date and Time	Visit with	Remote In Person
Visit 12	Date and Time	Visit with	Remote In Person

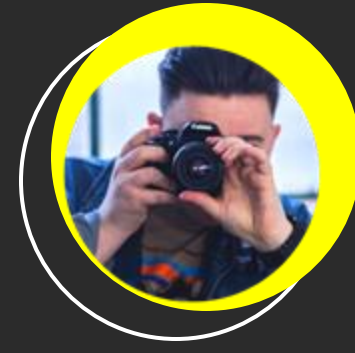
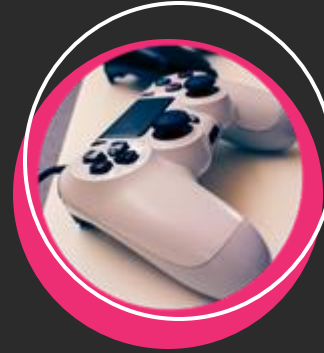


ACCESS COURSE MATERIALS

1. [Seo Workshop](#)
2. [Non-Linear Writing - Impact Information](#)

ADD YOUR LINKS BELOW

Copy and paste links to your course material in the spaces below.





YOUR TUTORS AND ASSESSOR



JAY JORDAN
- DIGITAL MARKETING -
Email: jay.jordan@learnplay.me



SAM THODLANA
- DIGITAL MARKETING -
Email: @learnplay.me



JUSTIN RUTHERFORD
- EPA COACH -
Email: justin@learnplay.org.uk





WHAT DO I DO IF I'M NOT HAPPY WITH MY APPRENTICESHIP?

Should you have any difficulties or need to make a complaint, this is the procedure to follow:

1. Speak to the Tutor / Assessor /Coach
2. Contact the HR Department: hr@learnplay.org.uk

APPEALS PROCEDURE

Should you wish to make an appeal, this is the procedure to follow:

1. Speak to the Programme Lead
2. Contact the HR Department: hr@learnplay.org.uk

OTHER USEFUL CONTACTS

HR Department: hr@learnplay.org.uk

Finance Department: finance@learnplay.org.uk

Senior Team: seniorteam@learnplay.org.uk

Georgia Smith (Projects & Account Lead): georgia@learnplay.org.uk

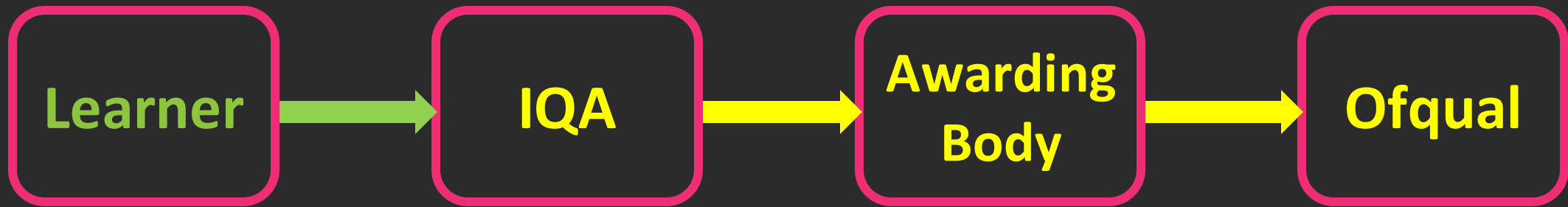
Alina Gheorghe (Operations Lead & Directors EA) : alina@learnplay.org.uk

Rachel Kehoe (Director of Learning): rachel@learnplay.org.uk



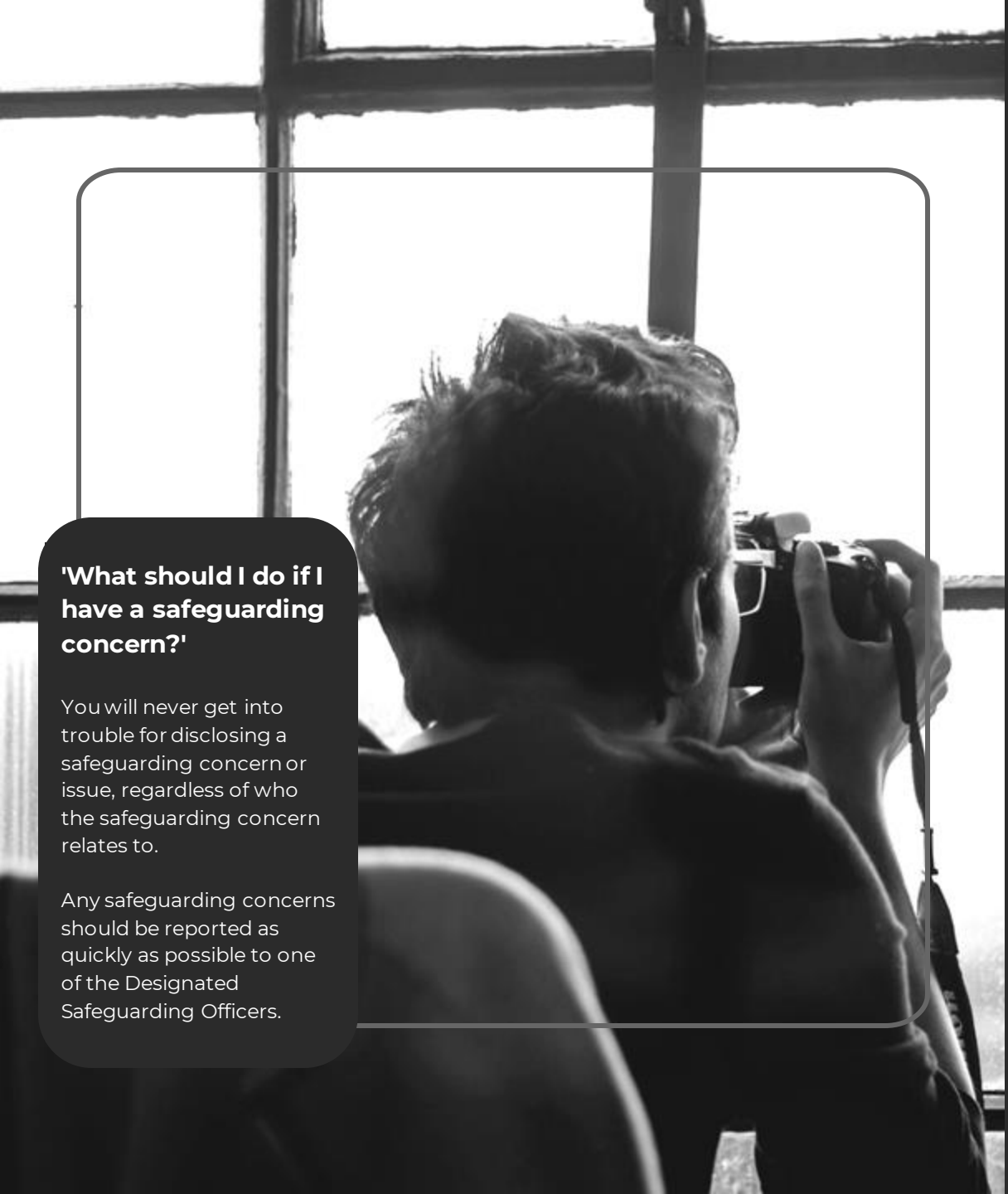
APPEALS PROCEDURE

If you are unhappy with your grading, here is the procedure you should follow:



Please do not be afraid to come forward if you have a query regarding your qualification work. You will never get in trouble for asking questions and seeking clarification!





'What should I do if I have a safeguarding concern?'

You will never get into trouble for disclosing a safeguarding concern or issue, regardless of who the safeguarding concern relates to.

Any safeguarding concerns should be reported as quickly as possible to one of the Designated Safeguarding Officers.

SAFEGUARDING



WHAT IS SAFEGUARDING ?

Safeguarding is aimed at protecting vulnerable children and adults from abuse, neglect, radicalisation and anything which may bring themselves or others to harm.

WHAT ARE THE MAIN ELEMENTS OF SAFEGUARDING ?

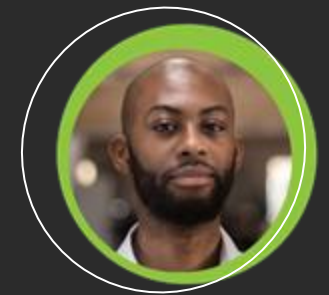
Some of the main elements of safeguarding are:

- Abuse and domestic violence
- Mental health support
- Homelessness
- Internet safety and what's being looked at

OUR SAFEGUARDING OFFICERS ARE



ALINA GHEORGHE
Email: alina@learnplay.org.uk



JUSTIN RUTHERFORD
Email: justin@learnplay.org.uk



LINKS

LearnPlay Website: <https://learnplayfoundation.com/>

Intranet: <https://learners.learnplayfoundation.com/>

Pass: PurplePufferfish

GENERAL INFORMATION

[Meet The Team @ LearnPlay Foundation](#)

LPF POLICIES

- **LearnPlay Foundation Policies**
Code of Conduct / British Values / Equality and Diversity / Health and Safety / Prevent / Safeguarding / GDPR
- **Employee Handbook**
- **If You are Late or Absent**
- **COVID Policy**


OTHER USEFUL LINKS

1. [Email Writing \(HR\)](#)
2. [All HR Related Documents](#)




YOUR ACCOUNT LOGIN DETAILS


Keep your account details here for ease of access.

 Gmail


Password or Password Hint

 Canvas


Password or Password Hint

 LPF Intranet


Password or Password Hint

 Google Calendar

Password or Password Hint



Password or Password Hint



Password or Password Hint

YOUR ACCOUNT LOGIN DETAILS

Keep your account details here for ease of access.



Password or Password Hint



Password or Password Hint



Password or Password Hint

Keep your account details here for ease of access.



Password or Password Hint



Password or Password Hint



Password or Password Hint



RETURNING YOUR EQUIPMENT

Once your time at LearnPlay Foundation comes to an end please return all the equipment you signed for at the beginning of your apprenticeship.

You can do this by:

- **Organising with HR** to drop off your equipment
- **Returning your equipment via courier** in packaging from LearnPlay

If you are unsure of what to do with your equipment speak to your **Department Lead** and they will let you know who to contact.

Kindly keep your laptop stored in the laptop bag provided. Please look after your equipment as it will be passed on to the next set of apprentices who follow you.

Thank you.



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