



# AIMASSESSMENT

An apprentice guide to end-point assessment



## Level 4 Public Relations and Communications Assistant Apprenticeship

Version 1 - January 2021 | EPA/02/2021

# Document Version History

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# Qualifications and Assessment Group

## Who are AIM?

Before your apprenticeship began, your employer selected AIM Qualifications and Assessment Group as its End-Point Assessment Organisation (EPAO). We will be conducting your assessment and determining your final grade.

We are an independent, impartial organisation and have not been directly involved in your training. Our assessors, the people who will be undertaking your assessment, are specialists in your industry. They understand the skills that are required

for the job and the standards which have been set by the Institute for Apprenticeships and Technical Education.

Our assessors have conducted many end-point assessments and are great at putting apprentices at ease. They will ask clear and straightforward questions; they are not there to cause you to make a mistake but to check your knowledge and understanding so that when you finish your apprenticeship you have all the skills required for that role.

We are quality assured by the Institute for Apprenticeships and Technical Education. Find out more about us on:

[www.aim-group.org.uk](http://www.aim-group.org.uk)

*“The communication I received from AIM was outstanding – the team were very responsive and provided me with clear, concise answers each time.*

*Communication around the knowledge test was first class. AIM was sure to send me all the relevant information well in advance. Equally, the process for completing exams in a virtual set up was fantastic – the digital software was easy to use and they communicated in advance to make sure I was set up and ready for the exam.*”

**Alicia Brown, public relations and communications apprentice**

**Training provider:** PRCA

**Employer:** Hewlett Packard Enterprise



# Introduction

*This guide explains how we, at AIM, will work with you and your employer to arrange your assessment and how each of the assessment activities work together to give you an overall grade. It tells you what to expect, what you need to do and provides information about grades. It also explains the involvement, if any, of your employer and the role of your training provider in the end-point assessment (EPA). You will come across some key terms and marker points during the process of your end-point assessment that are important.*

For this standard, you will be assessed in two ways; through a knowledge test and a project report, presentation and questioning. Each assessment has been mapped by industry representatives to the knowledge, skills and behaviours identified in the standard.

Although the assessment process takes place at the end of your apprenticeship, you need to start preparing from the beginning by taking opportunities where you can, to practice writing reports, giving presentations and responding to questioning.



*Look out for the icons to the left throughout this booklet. These are important markers to your journey through the end-point assessment and are referenced in the timeline at the back of this booklet.*



**Gateway**

## What is gateway?

Gateway represents the completion of your apprenticeship training and is the point at which your employer, training provider and you all agree that you are ready for assessment. Reaching gateway means that you and your employer agree that you have achieved the knowledge, skills and behaviours identified in the standard, and that you are ready for assessment as a public relations and communications assistant.

### Qualifications

You need to have level 2 English and maths qualifications, either GCSEs or Functional Skills, so we will need to see your certificates once your employer registers you for assessment.

If you do not already have these qualifications, you will need to achieve these before the gateway point.



## Completing your training and approaching gateway

A sample knowledge test and guidance for the project, presentation and questioning will be made available to you during your apprenticeship. These will give you an indication of the level of knowledge and skills required for each assessment and help you to prepare.

You will need to plan a project with your employer that you can work on during the EPA period and on which you can

give a presentation to the assessor. The project itself will not be marked, just your presentation and the question and answer session that follows.

Examples of projects that you might like to consider are:

- Leading on the social media aspect of a campaign
- The planning and execution of an event
- Creating stories/narrative to engage an audience and/or the media
- Developing public relations (PR) tactics and communication strategies for repositioning a client or organisation in the minds of the public

You will need to submit your project outline to us for approval at gateway.



### Top Tip

*Although the assessment process takes place at the end of your apprenticeship, you need to start preparing from the beginning by collecting evidence for your portfolio and taking opportunities where you can to practice professional discussions as well as your skills.*

## Preparing for assessment

### Schedule agreed

Prior to gateway, we will have been in contact with your employer and training provider to set an assessment schedule. If you cannot make your allocated assessment dates, you must let us know and we may be able to re-arrange. If you do not attend, we will charge your employer.

As the gateway date approaches we will be in touch with you to make sure that you understand everything and are comfortable with the arrangements. The assessment period will last 14 weeks. This includes giving you eight weeks to carry out your project.

### Mock assessments

As you approach the end of your apprenticeship your training provider will help you to prepare for your assessment using our sample assessment materials and/or guidance.

Prepare for the knowledge test by using the sample knowledge test. This will help you with time management under test conditions and to improve your knowledge of the topics being tested.

Practising presentations and questioning throughout your apprenticeship will help give you the confidence to talk to the assessor, especially if you are able to practice a presentation and questioning with someone you do not know.

Take every opportunity that you can to practise your public relations and communication skills. Please see the information about the presentation and questioning on **pages 10 to 11**.





**Your assessment journey**

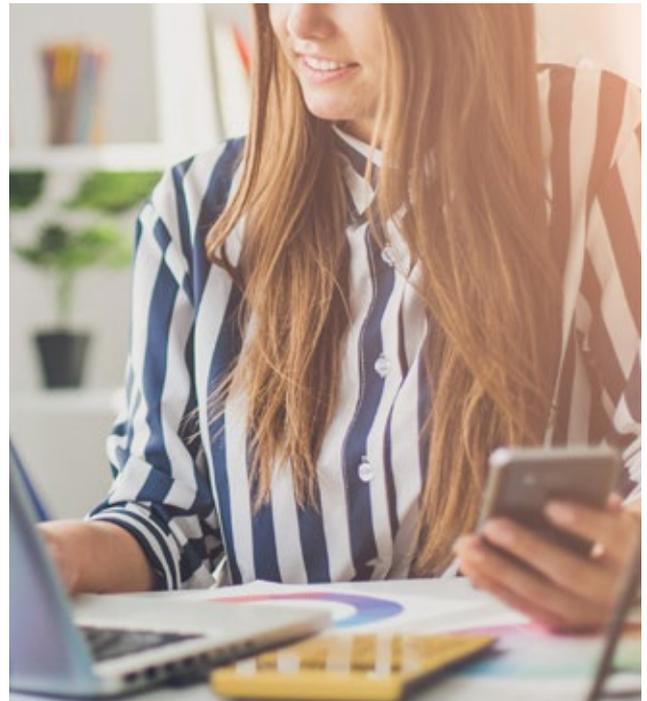
## The Assessments

The assessments are most likely to take place in your work location and/or online.

We will need to carry out identity checks at the start of each assessment to ensure the right person is being tested. Please bring a passport or driving licence to each of your assessments, even if it is online.

The assessor or invigilator will introduce themselves and explain what will happen at the start of each assessment.

You will need to score at least 18 marks to pass the test and at least 25 to gain a distinction.



### Knowledge test

1

The online knowledge test will last 60 minutes and will cover the knowledge criteria in the standard. There will be 30 knowledge and scenario based multiple choice questions; 15 of each.

The knowledge test will cover the following topics:

- Current affairs, the PR industry, the media and marketing
- Finance processes related to PR campaigns
- The principles of operational management
- Public relations and communications objectives

### Top tip

*The knowledge test will cover the full range of possible contexts for PR and communications roles including agency working.*

## Project report

2

You must submit your project report to us within 10 weeks of the agreed project start date. The project report must be 2,500 words +/-250 words, excluding annexes. The project report should cover the context of your project, your responsibilities, what you did (planning and execution) and an evaluation of the outcomes.

The report must include an annex containing a maximum of 10 pieces of evidence relating to the project. The evidence must be attributable to you, in part or in full. Evidence must be accompanied by a statement outlining your contribution, signed by you and your employer.

Example evidence may include blog content, press releases, client feedback, manager feedback, video clips etc. This list is not definitive and other evidence sources are permissible. You should also include a document that maps your project against the knowledge, skills and behaviours assessed by your project report. You will find these on the assignment brief and our sample assessment materials.

### Top tip

*Don't worry if the project itself wasn't a success; the assessor is looking at your ability to evaluate.*





## Presentation and Questioning

3

We will schedule the presentation and questioning to take place within the final three weeks of your 14-week EPA period, giving you a minimum of two-weeks' notice of the time, date and venue.

The presentation and questioning elements will take place consecutively on a one-to-one basis between yourself and the assessor.

Prior to the presentation and questioning, the assessor will have reviewed your project report and prepared questions for the questioning element. However, the questions may be modified to take account of your presentation.

## Top tip

*Write and/or speak in first person. This means saying "I" and not "we". By doing this, you put emphasis and weight on what you did to apply your knowledge, skills and behaviours against the apprenticeship standard.*

## Top tip

*Remember that the assessor doesn't know you or your organisation. They don't see your skills and interactions every day – all they can grade you on is what you tell them and what you show them during the assessment.*

*It's essential to clearly state what you've done to meet the demands of the standard. Spell everything out, and don't assume anything is obvious – if you don't say it, the assessor can't grade it.*

You must give a 10-minute presentation evaluating your project ie what went well, lessons learnt and how you might approach projects in the future. You can use presentation aides ie power-point, video clips, flip chart, work products, notes etc.

Following the presentation, the assessor will ask you 8 to 10 open questions; follow up questions will be permitted to seek clarification. Questioning will be completed during a 25-minute period +/- 2 minutes and will seek to assess any knowledge, skills and behaviours not evidenced through your project report. This will enable the assessor to assess your performance against the grading criteria. You may refer to your project report your presentation or presentation aides when answering the questions.

The presentation and questioning will be recorded electronically, subject to your agreement; where permission is not given it is permissible for a note taker to be present to document evidence presented.

The assignment brief and our sample materials will detail, in full, the pass and distinction criteria for the presentation and questioning.



### Top tip

*It can be difficult to understand what is meant by 'applying' your skills and behaviours, so for each one describe 'what' you demonstrated and 'why' ie 'in order to...'*

*To achieve a distinction, you should also describe 'how' this will affect what you do in future ie 'on reflection I would...'*

## Grading

Although this assessment has two elements - as stated in the table below, the overall grade for this assessment will be derived from across them both. Each assessment is graded as **pass**, **distinction** or **fail**.

You must demonstrate all the pass knowledge, skills and behaviours in both the knowledge test, and in the project report, presentation and questions elements to achieve a pass grade.

You must demonstrate all the distinction knowledge, skills and behaviours in at least the project report, presentation and questions elements to achieve a distinction grade.

Knowledge test grade	Project report, presentation and questioning grade	Overall grade
Distinction	Distinction	Distinction
Distinction	Pass	Pass
Pass	Distinction	Distinction
Pass	Pass	Pass





**What happens next?**

## Receive your results

4

Once the assessments have taken place, we apply our quality assurance checks to ensure that our assessors have marked each apprentice accurately. Within 15 working days from your last assessment, you will receive your grade and summary feedback. If you have passed, we will record it on our system and confirm with you, the training provider and your employer before sending off for your certificate.

We recognise that sometimes things beyond your control may affect your ability to attend assessments or to work at your best during an assessment. If this happens, you should complete a special consideration form and submit it to us along with evidence.

## Results and appeals

If you fail any assessments, you will be offered one retake opportunity for each assessment. A new project must be used for the project report, presentation and questioning.

Please note that there is a cost that your employer must bear, and your grade will be capped at pass only.

A resit must be successfully passed within 14 weeks of the successful completion of the other assessment method otherwise the entire EPA must be re-taken.

Should you fail again, your employer must decide whether you should re-start the apprenticeship, as no further resits will be available without more training.

If you wish to appeal your end-point assessment grade decisions, your employer can do this on your behalf following our appeals process. Please ensure you familiarise yourself with our full policies and forms - these are available on our website.

## Certification

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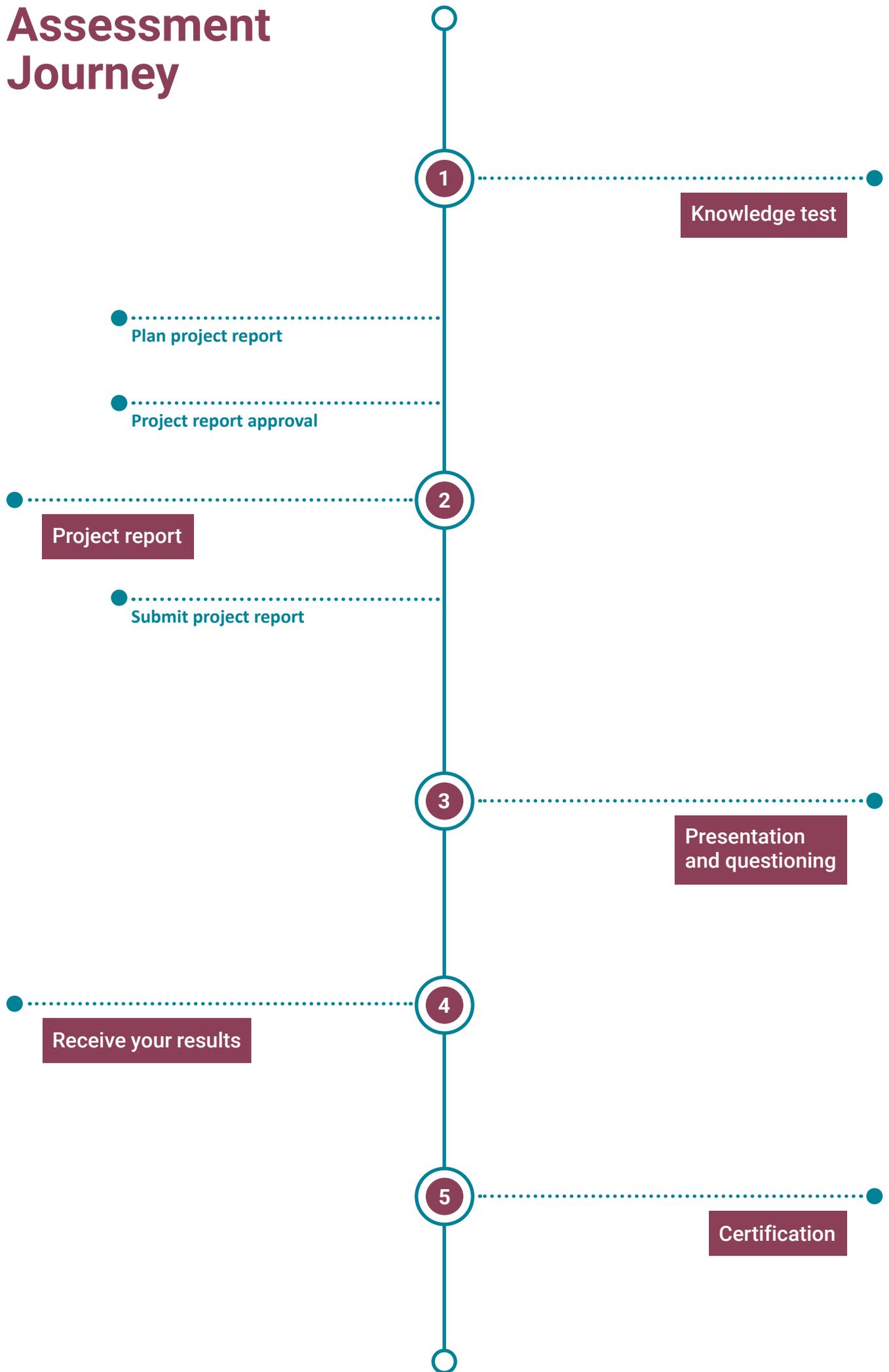
Once you successfully complete your end-point assessments you will be awarded an apprenticeship certificate. This is generated by the Education and Skills Funding Agency (ESFA) and we will request it on your behalf.

We will need you to complete a form giving us your authority to do this.

[www.aim-group.org.uk/eparesources](http://www.aim-group.org.uk/eparesources)



# Assessment Journey



# Online

[www.aim-group.org.uk/epa](http://www.aim-group.org.uk/epa)

# Email

[assessment@aim-group.org.uk](mailto:assessment@aim-group.org.uk)

# Call

+44 (0)1332 224654

## Other standards offered by AIM

Advertising and Media Executive

Broadcast and Media Systems  
Technical Officer

Broadcast and Media Systems Technician

Broadcast Production Assistant

Camera Prep Technician

Coaching Professional

Creative Industries Production Manager

Cultural learning and Participation  
Officer

Digital Community Manager

Event Assistant

Fundraiser

Junior Advertising Creative

Junior Animator

Junior Content Producer

Media Production Co-ordinator

Photographic Assistant

Post-Production Technical Operator

Publishing Assistant

Visual Effects - Assistant Technical  
Director

Visual Effects - Junior 2D Artist

With more in development...

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 **AIMQUALIFICATIONS**

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 **AIMASSESSMENT**

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 **AIMeLEARNING**

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 **AIMINTERNATIONAL**