Instructions to Candidate

To be assessed as competent, you must provide evidence which demonstrates that you can perform to the necessary standard the various elements of these units of competency that comprise of the Certificate in Professional Customer Service. Assessment of competency requires you to consistently demonstrate skill, knowledge and aptitude (through a variety of assessment tools such as multiple choice, short-answer questions, oral questioning, workplace observation, and practical demonstration) that enables confident completion of workplace tasks in a variety of situations.

In judging the evidence, your assessor must ensure that the evidence is:

* authentic (your own work)
* valid (directly related to the current version of the units of competency)
* reliable (consistently demonstrates of your knowledge and skill)
* current (shows your current capacity to perform the work)
* sufficient (covers the full range of elements comprised within the units of competency)

Furthermore, the assessment process must:

* provide for valid, reliable, flexible and fair assessment
* provide for judgment to be made on the basis of sufficient evidence
* offer valid, authentic and current evidence
* include workplace requirements

There are two types of assessment:

1. Knowledge Assessment - is designed to enable assessment against the various *elements* contained within the units of competency through a variety of activities such as multiple choice, short-answer questions, oral questioning. It is essentially examining your theoretical knowledge.

This provides the assessor with substantial evidence of your knowledge and aptitude to perform the work relating to the specific unit of competency, in conjunction with other assessment tools such as workplace observation.

You should complete the knowledge assessment as directed by the assessor and follow all instructions as and when given. If you are unable to complete the knowledge assessment, please speak to the assessor about alternative assessment solutions.

1. Skill Assessment - is designed to enable assessment against the various *performance criteria* contained within the units of competency through, for example, demonstration of skill in a simulated or actual work environment. In essence, it is an examination of your practical ability.

This provides the assessor with substantial evidence of your ability to perform the work relating to the specific unit of competency to the standard expected by industry (the benchmark).

You should complete the skill assessment as directed by the assessor and follow all instructions as and when given, ensuring your own health and safety.

Once you have been assessed as competent against all of the units of competency comprising of the qualification being undertaken, you will be awarded your certificate.

You assessor will discuss in more detail the requirements for assessment for each unit of competency at the appropriate time.

And please do not panic if you are not assessed as competent on any part of your qualification at your first attempt. Your assessor will discuss with you any identified skill and knowledge gaps, work through those with you and assist you as much as possible in attaining competency.

Self-Assessment Guide

Before undertaking any assessment, you should review the list of skills, knowledge and aptitudes relating to the assessment (drawn from the units of competency, its various elements and performance criteria) to determine whether you have current competency in these areas.

If you believe you can demonstrate the skills and knowledge required and can successfully complete the various assessment activities, you should then proceed to discuss your assessment with the assessor and complete Assessment Agreement.

However, should you not believe, for whatever reason, that you are not able to successfully complete the various assessment activities, then speak with the assessor. The assessor will assist you in identifying any skill and knowledge gaps, work through those with you and assist you as much as possible in attaining competency.

Please complete the self-assessment checklist below and discuss with the assessor.

|  |  |
| --- | --- |
| **Qualification:** | **Digital Marketing – Level 5** |
| **Units of competency:** | **Generic units:**  Demonstrate Work Values  Lead a Small Team  **Sector-specific units:**  **Occupation-specific units:**  Practice Technical SEO  Manage and Analyze Email Marketing  Identify and Apply Lead Generation  Identify and Apply E-commerce Marketing  Interpret Affiliate Marketing |
| **Instructions**:   * + Read each of the questions in the left-hand column of the chart   + Place a tick () in the appropriate box opposite each question to indicate your answer | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Can I ...** | | **YES** | | **NO** |
| **GU010L3V1: DEMONSTRATE WORK VALUES** | |  | |  |
| * 1. identify, reflect on and clearly define one’s unique sense of purpose for working and the why’s of work for one’s development as a person and as a member of society? | |  | |  |
| * 1. define personal mission is in harmony with industry values? | |  | |  |
| * 1. classify and reaffirm work values / ethics / concepts in accordance with the transparent industry ethical standards, policies and guidelines? | |  | |  |
| * 1. undertake work practices in compliance with industry work ethical standards, industry policy and guidelines? | |  | |  |
| * 1. maintain personal behavior and relationships with co-workers as per standards, policy and guidelines? | |  | |  |
| * 1. use company resources in accordance with transparent company ethical standard, policies and guidelines? | |  | |  |
| * 1. access and apply industry ethical standard, organizational policy and guidelines on the prevention and reporting of unethical conduct in accordance with transparent company ethical standard, policies and guidelines? | |  | |  |
| * 1. report and/or resolve work incidents/situations in accordance with company protocol / guidelines? | |  | |  |
| * 1. use resolution and / or referral of ethical problems identified as learning opportunities? | |  | |  |
| * 1. demonstrate personal work practices and values consistently with acceptable ethical conduct and company’s core values? | |  | |  |
| * 1. provide instructions to co-workers based on ethical, lawful and reasonable directives? | |  | |  |
| * 1. share company values / practices with co-workers using appropriate behavior and language? | |  | |  |
| **GU011L4V1: LEAD A SMALL TEAM** | |  | |  |
| * 1. identify and presented Work requirements and presented to team members? | |  | |  |
| * 1. communicate reasons for instructions and requirements to team members? | |  | |  |
| * 1. recognize, discuss and deal with team members’ queries and concerns? | |  | |  |
| * 1. allocate duties, and responsibilities having regard to the skills, knowledge and attitudes required to properly undertake the assigned task? | |  | |  |
| * 1. allocate duties having regard to individual preference, domestic and personal considerations, whenever possible? | |  | |  |
| * 1. establish performance expectations based on client needs and according to assignment requirements? | |  | |  |
| * 1. ensure performance expectations based on individual team members’ duties and area of responsibility? | |  | |  |
| * 1. discuss performance expectations and direct to implement in the workplace? | |  | |  |
| * 1. take place monitoring of performance against defined performance criteria and / or assignment instructions and corrective action taken if required? | |  | |  |
| * 1. provide team members feedback, positive support and advice on strategies to overcome any deficiencies? | |  | |  |
| * 1. reference performance issues which cannot be rectified or addressed within the team to appropriate personnel? | |  | |  |
| * 1. keep team members informed of any changes in the priority allocated to assignments or tasks which might impact on clients’ / customers’ needs and satisfaction? | |  | |  |
| * 1. monitor team operations to ensure that employer / client needs and requirements are met? | |  | |  |
| * 1. provide follow-up communication on all issues affecting the team? | |  | |  |
| * 1. complete all relevant documentation? | |  | |  |
| **OUDM010L4V1: PRACTICE TECHNICAL SEO** | |  | |  |
| * 1. interpret Googlebot (Google Crawler)? | |  | |  |
| * 1. identify Google Algorithm? | |  | |  |
| * 1. interpret Web Ranking & Page Rank? | |  | |  |
| * 1. interpret Browsers & Addons, Plugins? | |  | |  |
| * 1. identify and define important SEO Tools? | |  | |  |
| * 1. interpret domain and page authority? | |  | |  |
| * 1. interpret White Hat and Black Hat SEO? | |  | |  |
| * 1. perform advanced Keywords Research & competitor analysis? | |  | |  |
| * 1. map page? | |  | |  |
| * 1. analyse Site Structure? | |  | |  |
| * 1. apply and create HTML Validation and Sitemap? | |  | |  |
| * 1. fix 404 Error Removal &Redirects? | |  | |  |
| * 1. generate Alexa report? | |  | |  |
| * 1. optimize website Speed? | |  | |  |
| * 1. perform advanced Site Analysis? | |  | |  |
| * 1. apply link structure optimization techniques on WordPress site? | |  | |  |
| * 1. introduce and install WordPress SEO Plugins? | |  | |  |
| * 1. apply WordPress SEO Plugins? | |  | |  |
| * 1. implement On-page optimization metrics in WordPress website? | |  | |  |
| * 1. crate sitemap in a WordPress delegated website? | |  | |  |
| * 1. use Robot.txt? | |  | |  |
| * 1. create outreach? | |  | |  |
| * 1. create guest posting? | |  | |  |
| * 1. perform article submission? | |  | |  |
| * 1. perform Video Submission? | |  | |  |
| * 1. create Google Map? | |  | |  |
| * 1. perform Quora and Yahoo- answer? | |  | |  |
| * 1. interpret “Backlink is dead”? | |  | |  |
| * 1. interpret importance of Content Marketing? | |  | |  |
| * 1. identify content marketing platforms Social media and web 2.0? | |  | |  |
| * 1. use content marketing platforms Social media and web 2.0? | |  | |  |
| * 1. interpret Google Search Console? | |  | |  |
| * 1. interpret Google Analytics? | |  | |  |
| * 1. analyse competitor’s content from blog and web? | |  | |  |
| * 1. write article from other articles? | |  | |  |
| * 1. collect information from other articles? | |  | |  |
| * 1. write article from image content, video content and Slide content? | |  | |  |
| * 1. interpret concept of pillar article? | |  | |  |
| * 1. perform conversion of engaging content and Valuable content? | |  | |  |
| **OUDM011L5V1: MANAGE AND ANALYZE EMAIL MARKETING** | |  | |  |
| * 1. check duplicate mail? | |  | |  |
| * 1. verify duplicate mail? | |  | |  |
| * 1. interpret retention and bounce mail? | |  | |  |
| * 1. interpret spam and anti-spam filter? | |  | |  |
| * 1. interpret email campaign terms? | |  | |  |
| * 1. attractive elements for quality email? | |  | |  |
| * 1. interpret guidelines for effective email templates? | |  | |  |
| * 1. create quality and effective design? | |  | |  |
| * 1. identify the goal of the message? | |  | |  |
| * 1. plan email marketing campaign? | |  | |  |
| * 1. create email template? | |  | |  |
| * 1. identify target people and subscribers? | |  | |  |
| * 1. state frequency of sending email? | |  | |  |
| * 1. apply call to action and landing page? | |  | |  |
| * 1. setup Mailchimp account? | |  | |  |
| * 1. interpret Mailchimp dashboard? | |  | |  |
| * 1. link social media accounts? | |  | |  |
| * 1. import and send mailing lists for email marketing campaigns? | |  | |  |
| * 1. monitor results? | |  | |  |
| **OUDM012L5V1: IDENTIFY AND APPLY LEAD GENERATION** | |  | |  |
| * 1. interpret lead and lead Generation? | |  | |  |
| * 1. state effective lead generation campaigns? | |  | |  |
| * 1. interpret lead funnel? | |  | |  |
| * 1. map lead generation to Your Funnel? | |  | |  |
| * 1. apply lead generation to Your Funnel? | |  | |  |
| * 1. create display Ads? | |  | |  |
| * 1. create Google Ads/ Pay Per Click (PPC)? | |  | |  |
| * 1. apply content syndication? | |  | |  |
| * 1. interpret Direct Mail Advertisement? | |  | |  |
| * 1. run event marketing? | |  | |  |
| * 1. apply content marketing? | |  | |  |
| * 1. apply SEO? | |  | |  |
| * 1. optimize website? | |  | |  |
| * 1. apply social media marketing? | |  | |  |
| * 1. apply lead generation tools? | |  | |  |
| * 1. apply email marketing? | |  | |  |
| **OUDM013L5V1: IDENTIFY AND APPLY ECOMMERCE MARKETING** | |  | |  |
| * 1. interpret websites? | |  | |  |
| * 1. identify websites? | |  | |  |
| * 1. optimize website content? | |  | |  |
| * 1. apply technical SEO? | |  | |  |
| * 1. interpret product descriptions? | |  | |  |
| * 1. optimize product image? | |  | |  |
| * 1. manage E-commerce website? | |  | |  |
| * 1. interpret Ecommerce? | |  | |  |
| * 1. apply best practices of Ecommerce? | |  | |  |
| **OUDM014L5V1: INTERPRET AFFILIATE MARKETING** | |  | |  |
| * 1. interpret affiliate marketing? | |  | |  |
| * 1. identify people involving as affiliates? | |  | |  |
| * 1. interpret advantages of affiliate marketing? | |  | |  |
| * 1. identify requirements for an affiliate? | |  | |  |
| * 1. interpret successful affiliate marketing term? | |  | |  |
| * 1. identify factors necessary for success in affiliate marketing? | |  | |  |
| * 1. identify mistakes in affiliate marketing? | |  | |  |
| * 1. interpret types of affiliate networks? | |  | |  |
| * 1. listed physical products network? | |  | |  |
| * 1. define and select affiliate with digital products? | |  | |  |
| * 1. define and select affiliate with print on demand? | |  | |  |
| I agree to undertake assessment in the knowledge that the information gathered will only be used for educational and professional development purposes and can only be accessed by concerned assessment personnel and my manager/supervisor. | | | | |
| **Candidate’s signature:** |  | **Date:** |  | |