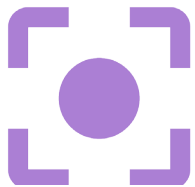




DeakinDigital

Earning a Professional Practice Credential: a step-by-step guide

Digital Marketing Advanced



August 2016

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Introduction

Credentialing is different to other kinds of study you may have completed. It is not about attending lectures or tutorials or working on group projects and taking in new information. Instead, it is all about you packaging and mapping information that is uniquely yours – your skills, experience and knowledge.

Earning a Credential is a step-by-step process to identify and document your abilities and accomplishments, driven entirely by you.

FOUR STEPS TO EARNING A CREDENTIAL

Step 1. Choose your criteria

Step 2. Collect your evidence

Step 3. Write your reflective testimony

Step 4. Complete your assessment

This guide explains how to complete each step. You should also consider downloading the Credential Submission Planner (see the Resources section of this Credential's webpage) and mapping out your submission plan. This will provide you with the basic information you need to start developing your submission.

While the credentialing process may be unfamiliar to you, a quick read-through of this document will show you it is a similar process to preparing for a major presentation or a big job interview. It is about showcasing your strengths, reflecting on your achievements and documenting your expertise. Earning a Credential is, at its heart, a self-affirming process for clarifying and verifying the experiences, skills and knowledge that are uniquely yours.



STEP 1

Choose your criteria

Your Credential submission must address the relevant criteria.

How you address the criteria will depend on the type of work you do and the environments in which you operate. To be successful, your submission will need to clearly demonstrate how your experience and achievements align to the relevant criteria.

You must address both criteria

- Criterion 1** You assure the alignment of digital marketing with strategies to improve marketing, sales and the full consumer experience
- Criterion 2** You define company, industry and global trends and rapidly transform digital components as part of a marketing strategy

You must also address one of the following criteria

- Criterion 3** You enhance collaboration and partnerships to secure new or improved channels
- Criterion 4** You lead the construction and implementation of an integrated digital marketing strategy and roadmap
- Criterion 5** You establish secure, compliant and efficient data and technology management policies, procedures and systems
- Criterion 6** You drive innovation and continuous improvement to digital marketing platforms, solutions and processes

Autonomy, influence and complexity



Along with satisfying the criteria, your submission will need to demonstrate the expected level of autonomy, influence and complexity of your skills and experience. Keep this in mind as you decide which projects or achievements you will include in your submission.

Autonomy

You are highly autonomous, with a strong sense of responsibility and ownership of work outcomes that often extends to others and the context itself

Influence

You simultaneously see the 'big picture' and identify significant features and long term opportunities. You advance professional knowledge and contribute to significant strategic relationships and plans

Complexity

You lead the formation and application of strategy and you work across professions, locations and beyond the organisation. You use deep understanding and experience to advance global thinking and practice

STEP 2

Collect your evidence

Evidence is the collection of documents you must provide to support the narrative of your reflective testimony.

Consider and select your evidence before writing your reflective testimony. It is recommended that you select 2 to 3 pieces of evidence.

You will be required to provide a description for each evidence file you submit. The assessors will read the description when referring to your evidence. You must include the following details:

- Evidence title
- Date
- Summary of evidence, including your contribution/role in relation to the evidence.

Types of information to consider providing:

- A digital transformation strategy for your business
- Business / marketing plans showing strong inclusion of digital and new channels
- Documentation of a digital eco-system and how digital plays a role in the business and marketing
- Strong use of digital as part of your company's marketing strategy and integrated into the business plans
- Technical solutions/ roadmap recommendations to support digital model
- Digital Strategy/Digital Roadmap planning
- Business case for Digital Strategy/Development funding/ approvals
- Campaign/Site performance metrics and measurement
- Integrated Digital and Business roadmap
- Example of developing a digital marketing strategy that support organisational goals and integration into broader business
- Demonstrated examples of driving business strategy based on digital technology or customer insights and measurable business outcomes
- Demonstrated examples of influencing digital transformation within the business and team culture

Remember



Consider how your role in the evidence you submit satisfies the criteria with the appropriate levels of autonomy, influence and complexity.



Handling sensitive information

Documents submitted must NOT infringe copyright and must NOT be confidential.

You can remove names from evidence documents, however, you will need to provide the following statement on the document 'For the purpose of confidentiality names have been removed.'


Where documents are not all your own work, you will need to explain your contribution within the testimony.

If the evidence relating to the project or initiative is confidential you may supply third party testimony as part of your evidence.

Third party testimony requirements

- The role of the third party in relation to you and to the project or initiative must be clearly described
- Please provide a link to an online profile e.g. LinkedIn and a phone number that we may use to verify the person's identity and relationship to you
- The person giving the third party testimony must use and agree to the criteria in the legal declaration provided for such testimony

The form can be downloaded from the website.



Third Party Testimony

Name of candidate:	Click here to enter text.
Date:	___/___/20___
Name of Credential:	Click here to enter text.
Level of Credential:	<input type="checkbox"/> Intermediate <input type="checkbox"/> Proficient <input type="checkbox"/> Advanced
Title:	<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Miss <input type="checkbox"/> Other (please specify) Click here to enter text.
Name:	Click here to enter text.
Current role:	Click here to enter text.
Name of company/organisation:	Click here to enter text.
Contact phone number:	Click here to enter text.
Business email address:	Click here to enter text.
LinkedIn profile link:	Click here to enter text.
Company at the time of the testimony:	Click here to enter text.
Please describe your relationship with the candidate e.g. 'the candidate reported to me in 2014.'	Click here to enter text.
Please state your testimony, or attach to this form	Click here to enter text.

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DeakinDigital Third Party Testimony Form Version 1.5 – 3/7/15

Declaration:	I hereby declare that:	
	<ul style="list-style-type: none"> • The information provided is true and correct to the best of my knowledge, and included to support this candidate's submission for the credential listed above only. • I understand that my testimony will be used in the assessment of the candidate and that I may be contacted for verification. • I understand that data collection will only be used as that stated in the DeakinDigital Privacy Policy: https://www.deakindigital.com/privacy-policy • I acknowledge and accept that DeakinDigital may vary or revoke any outcome (made or reject) this candidate's submission on the basis of incorrect, incomplete or fraudulent information provided by me or by the candidate. 	
	Third party signature:	
	Date: ___/___/20___	

Office use only:

Third party initiated:	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Date contacted:	___/___/20___	
Outcome:	Accepted <input type="checkbox"/>	Not Accepted <input type="checkbox"/>
Reason:		
Staff Member:		

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DeakinDigital Third Party Testimony Form Version 1.5 – 3/7/15

STEP 3 Write your reflective testimony

A single piece of testimony will need to be written for all criteria and will also be assessed against how you demonstrate Autonomy, Influence and Complexity.

In order for the evidence to be considered during assessment, you must reference it from within your reflective testimony.

Your reflective testimony is the main component of your submission and is the key basis for assessment.

Your testimony must specifically refer to the parts within your evidence that demonstrate and satisfy the criteria and elements. You must cite those examples in your testimony.

Reflective testimony requirements

There are requirements that must be adhered to when writing your reflective testimony. Your reflective testimony must:

- Be written in first person and be within 500 to 1000 words
- Be clear, succinct, free from grammatical and spelling errors but not omit any relevant detail
- Include an introductory paragraph that explicitly states the criterion/criteria you have selected, your current role and the level of the role, and indicates how the capability for which you are being assessed is evidenced in your experience

Did you know?



Philosopher, psychologist and educational reformer John Dewey said **"We do not learn from experience... we learn from reflecting on experience."**

This reflection provides a lens through which to view your professional capabilities within your own specific professional context and critically evaluate how you approach your role. We have found this process of personal reflection provides insights that translate to a positive influence on how you perform in your role.

**STEP
4**

Complete your assessment

Once you have registered in a Credential you have eight weeks to submit your testimony and evidence for assessment.

The assessment process for this Credential has two stages.

Stage 1

Submit your reflective testimony, referencing the evidence you are providing. When you have submitted your testimony and evidence – this involves uploading all documentation online – all submitted material will be assessed in accordance with the relevant criteria and the autonomy, influence and complexity.

Stage 2

Once the assessment panel determines that your submission has met the criteria, you will be invited to attend an online video interview. The recorded interview will be reviewed by the assessment panel and, if your overall submission is successful, you will be awarded the Credential.

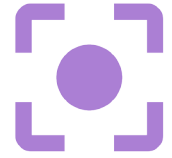
Use the checklist on the following page to ensure you are fully prepared to submit your documentation for assessment.

Preparing for your video interview



Your video interview is an opportunity for the assessors to clarify and confirm any of the details in your reflective testimony and evidence submission. The interview questions will focus on the content of your submission. You must have copies of both your evidence and testimony with you for the interview.

The video interview will be recorded and submitted to an assessment panel. The video recording will be stored and kept as part of the audit record of the assessment process.



Credential submission checklist

Use this checklist to track your progress in preparing your submission.

You should also consider completing a Credential Submission Planner to help consolidate your thoughts. You can download this document from the Resources section of the relevant Credential's webpage.

If you meet all requirements – address all relevant criteria and demonstrate appropriate autonomy, influence and complexity in your testimony; provide suitable evidence to support your testimony; complete all documentation in the appropriate formats; and pass your video interview – you will earn a Teamwork Intermediate digital badge from DeakinDigital.

YOUR CHECKLIST

- ☐ Register for the Digital Marketing Advanced Credential
- ☐ Gather and upload the evidence that will support your testimonial claims
- ☐ Write your reflective testimony, referencing your evidence where appropriate
- ☐ Complete the online declaration and submit
- ☐ If invited, complete your online video interview

Can we help?



If you require general support with your Credential submission, please email support@deakindigital.com or visit our website for further information.





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