

Digital by Design (DxD) Apprenticeships: Technical Specification Guide

Multi-Channel Marketer Level 3



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1. About this guide

Multi-Channel Marketer is one of QA's portfolio of digital-by-design (DxD) apprenticeships.

To help prepare and support you on your digital learning journey, this guide outlines the different technologies used to deliver our apprenticeship, with guidance on what you need to do to ensure you can access them as and when you need to during your programme.

Please pass this document on to your IT department so they can ensure all the required websites are allow-listed and accessible from within your organisation, and all the technologies listed are available to you.

2. Technical Requirements

1. Internet connectivity
2. Internet browser
3. Webcam
4. Enabled microphone (laptop/desktop)

As part of your digital learning journey, our apprenticeships require you to connect with key contacts such as your Digital Learning Consultant (DLC) via web conferencing.



3. Key Technologies & Digital Platforms

There are two types of link included below.

- a. Those marked **[D]** should work via any modern web browser.
- b. Those not marked **[D]** are used as integration links between platforms and will not work by clicking the link on its own.

c. For those links marked [D]

Using a laptop/pc build provided by your organisation:

- 1. Click on the link(s) marked [D], or copy and paste them into your web browser address bar.
- 2. Can you successfully reach the intended page?
- 3. If no, please raise this with your internal IT team.

d. For those links not marked [D], or with additional information

Pass these links on to your internal IT team, who will be able to confirm whether or not they will function correctly.

NOTE: for any data location marked with an asterisk (*), data passed to these platforms is pseudonymised.



Platform	Description	Data Location	URL(s)	Blocking Implications
WebEx	WebEx is QA's main tool for video conferencing, online meetings and screen share. You will have your sign-up and programme launch sessions, as well as ongoing reviews, via WebEx.	UK	https://www.webex.com [D]	You will be able to communicate live with key delivery staff.
Microsoft Teams	MS Teams is an alternative means of video conferencing, if Webex is not permitted in your organisation. If you will be unable to use Webex, please let us know before sign-up.	UK	https://teams.microsoft.com [D]	
Bud	Bud is QA's DxD apprenticeship delivery platform. This is where you will access learning activity instructions, submit tasks, communicate with your DLC, and keep track of your progress.	EU	https://web.bud.co.uk [D] https://qa-auth.bud.co.uk/Account/Login? [D] https://auth.bud.co.uk/Account/Login? [D]	You will be able to access Bud from the workplace, to work on your apprenticeship.
BKSB	BKSB is an online platform for assessing your English and Maths functional skills. You will be required to take a functional skills assessment as part of your application process.	Republic of Ireland	https://www.bksblive2.co.uk [D] https://bksbcloudfront.bksblive.co.uk/test/test.txt [D] https://cdn.bksb.co.uk/test/test.txt [D] https://www.services.bksb-demo.co.uk (advised by BKSB)	You will be able to complete the application process on signing up to your apprenticeship.



SCORM Cloud	SCORM Cloud is a cloud-based course delivery platform that QA uses in the delivery of courses.	USA*	https://cloud.scorm.com [D]	Vital content for your apprenticeship will be available.
Zendesk Chat	This is a live chat tool used by QA to provide you with real time, live support.	EU	https://static.zdassets.com (requested by Zendesk)	You will have access to real-time, live support.
The QA platform	The QA platform is QA's own enterprise digital skills platform, providing Learning Paths, hands-on labs and technical skills assessments. It may be used in any IT / technical programme involving coding.	USA*	https://app.qa.com [D] https://bud.sso.app.qa.com [D] – this should divert to the Bud login page	You will have access to content and labs that may support you in completing your apprenticeship. The QA platform is accessible via SSO in Bud. No additional login is required.
QA Employer Dashboard	This enables your employers to track and download information on your progress, including training, off-the-job hours and End Point Assessment.	UK	https://employerdashboard.qa.com [D]	Your employers will be able to gain access to your progress information and other key data.
Labs on Demand	Used to remote onto your PC (which is set up in classroom) Generic user login will be provided for use during classroom events. The content is destroyed immediately after.	USA	https://lod.one/TestLab	
GoToMyPC	Used to host virtual machines in the cloud.		https://www.gotomypc.com/members/login.tmp	



	You will need to provide your own Microsoft account and Training key (provided by QA).		Please see our GoToMyPC guidance doc for test logins. https://support.logmeininc.com/gotomypc/help/what-are-the-optimal-firewall-configurations-1110617141	
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4. Websites

Category	URL(s)	
Safeguarding	https://www.bbc.co.uk https://podcasts.apple.com https://open.spotify.com https://www.citizensadvice.org.uk https://www.apprenticeextra.co.uk https://www.childrenssociety.org.uk https://www.nationaldebtline.org https://www.moneyadviceservice.org.uk https://www.moneysavingexpert.com https://www.gov.uk https://www.victimsupport.org.uk https://www.mind.org.uk	https://educateagainsthate.com https://www.universitiesuk.ac.uk/topics/equality-diversity-and-inclusion/safe-and-inclusive-campuses https://www.crosstheline.co.uk https://act.campaign.gov.uk https://homeofficemedia.blog.gov.uk https://www.remploy.co.uk https://youngminds.org.uk https://www.childline.org.uk https://www.themix.org.uk https://www.samaritans.org https://www.refuge.org.uk
General (likely sites)	https://www.youtube.com	https://skillsengland.education.gov.uk/

5. Email Domains

Domain	Description
bud.co.uk	Bud will send out automated messages throughout your learning journey, from asking you to set a password, to informing you when your Digital Learning Consultant provides you with feedback.
qa.com	Throughout your apprenticeship, you and your line manager will need to be able to receive



emails from various teams within QA.

NOTE: Detailed documentation on data and storage available on request.

6. Software

For all programmes, we recommend that you should have access to the standard MS Office suite, or an equivalent that is able to run macros. You will also need a recognised, up-to-date browser.

7. Programme-specific requirements

a. Technologies and Platforms

Platform name	Description/ Use Case	URL
Canva	Design tool	Home - Canva
Survey Monkey	Survey Tool	SurveyMonkey: The World's Most Popular Free Online Survey Tool
Wordpress.com	Website CMS tool	WordPress.com: Build a Site, Sell Your Stuff, Start a Blog & More
WIX	Website CMS tool	Website Builder - Create a Free Website Today Wix.com
W3 Schools	Web developer site	W3Schools Online Web Tutorials
Figma	Collaborative Design Tool	Figma: The Collaborative Interface Design Tool
Gemini Google	Ai search Tool	Gemini (google.com)
LinkedIn	Social Media Platform	https://www.linkedin.com/



Facebook	Social Media Platform	https://www.facebook.com/
Instagram	Social Media Platform	https://www.instagram.com/
X	Social Media Platform	https://www.x.com/
Tiktok	Social Media Platform	https://www.tiktok.com/
Snapchat	Social Media Platform	https://www.snapchat.com/
Pinterest	Social Media Platform	https://www.pinterest.com/
Hootsuite	Digital, Content or Social media Tools	Hootsuite Social Media Marketing and Management Tool
Social Media Tracker	Digital, Content or Social media Tools	Social Media Tracker: get detailed analysis of your and your competitor's social media effort Semrush
Buffer	Digital, Content or Social media Tools	Buffer: All-you-need social media toolkit for small businesses



Semrush – keyword generator	Digital, Content or Social media Tools	Keyword Generator by Semrush
Google Trends	Digital, Content or Social media Tools	Google Trends
ChatGPT	Ai Tools	Introducing ChatGPT (openai.com)
Grammarly	Digital, Content or Social media Tools	Grammarly
Microsoft Designer	Digital, Content or Social media Tools	Microsoft Designer - Stunning designs in a flash
Dall-E	Digital, Content or Social media Tools	DALL·E 2 (openai.com)
Unsplash	Digital, Content or Social media Tools	Beautiful Free Images & Pictures Unsplash
Shutterstock	Digital, Content or Social media Tools	Stock Images, Photos, Vectors, Video, and Music Shutterstock



Descript	Digital, Content or Social media Tools	Descript All-in-one video & podcast editing, easy as a doc.
Animoto	Digital, Content or Social media Tools	Free Video Maker Create & Edit Your Videos Easily - Animoto
Audacity	Digital, Content or Social media Tools	Audacity® Free Audio editor, recorder, music making and more! (audacityteam.org)
Alitu	Digital, Content or Social media Tools	Alitu – Podcast in minutes. All with one app.
Google Workspace	Digital, Content or Social media Tools	Google Workspace Business apps and collaboration tools
Trello	Digital, Content or Social media Tools	Manage Your Team's Projects From Anywhere Trello
Microsoft Outlook	Digital, Content or Social media Tools	Microsoft Outlook Personal Email and Calendar Microsoft 365
Slack	Digital, Content or Social media Tools	Slack is your productivity platform Slack



Google Meet	Digital, Content or Social media Tools	Google Meet
Milanote	Digital, Content or Social media Tools	Milanote - the tool for organizing creative projects
Smartmockups	Digital, Content or Social media Tools	Create stunning product mockups easily and online - Smartmockup
Ad Mockups	Digital, Content or Social media Tools	Ad Mockup Generator (admockups.com)
Adobe Express	Digital, Content or Social media Tools	Adobe Express for Marketers
Snappa	Digital, Content or Social media Tools	Snappa - Quick & Easy Graphic Design Software

b. Websites

Website name	Description/ Use Case	URL
CIM	Resource Website	Marketing and digital content hub CIM
HUBSPOT	Resource Website	HubSpot Blog Marketing, Sales, Agency, and Customer Success Content



SEMRUSH	Resource website	The SEO, SEM, PPC and Content Marketing Blog - Semrush
Bcorp	Resource website	The UK B Corporation Movement
British Business Bank	Resource website	What is ESG? A guide for businesses - British Business Bank (british-business-bank.co.uk)

c. Software

N/A

