

# CONTENT CREATOR

## LEVEL 3

### APPRENTICESHIP STANDARD

This training programme is based on the Content Creator Apprenticeship Standard, so it's important that you familiarise yourself with it and the knowledge, skills and behaviours that it covers. You can find a copy of the standard [here](#).

### HOW LONG DOES IT TAKE?

Typical training period of

**13 months**

followed by an End Point Assessment period of up to

**3 months**

### SUMMARY

**Storytelling is the lifeblood of every brand, and regardless of the sector you work in or the size of your business, developing and creating content that engages an audience is critical to success.**

This programme is designed to help learners develop the latest content creation skills across multiple platforms, using the latest technologies. These platforms include audio, video, print and digital. The training also covers the end-to-end processes that lead to the creation of brilliant content, including development of a brief and ethical considerations.

Individual learning plans will be created to ensure that all learners are stretched and challenged depending on their levels of experience.

### WHAT DOES THE CONTENT LOOK LIKE?

- ▶ Creating engaging multi-platform content
- ▶ Researching, creating and presenting creative pitches and proposals
- ▶ Copywriting for print, online and social
- ▶ Image & photography basics and best practice
- ▶ Recording and editing your own video and audio content
- ▶ Social media and search engine optimisation (SEO) basics and best practice
- ▶ Creating your own website

### WHAT DOES IT INVOLVE?

To provide an immersive and varied experience, the learning journey is made up of various teaching and learning methods including:

- ▶ Practical and interactive workshops
- ▶ Set assignments & independent learning exercises
- ▶ Project work
- ▶ Self Guided Learning including Digital Workbooks
- ▶ Progress reviews with your dedicated Programme Lead
- ▶ Other methods such as flipped workshops, webinars and peer to peer learning, if and when relevant.

### ASSESSMENT & QUALIFICATIONS ACHIEVED

Regular on programme assessment including reports, presentations, project work, research assignments and the development of a portfolio of evidence.

**The End Point Assessment for this programme consists of two components:**

- ▶ Professional discussion
- ▶ Project or campaign evaluation report

On completion of the programme, learners will gain the Level 3 Content Creator Apprenticeship Qualification.

