

SENIOR JOURNALIST

LEVEL 7

APPRENTICESHIP STANDARD

This training programme is based on the Senior Journalist 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 **18 months**

followed by an End Point Assessment period of up to

3 months

SUMMARY

Designed to respond to emerging global trends and challenges facing newsrooms and media outlets today, this programme is aligned to journalists with a minimum of 2 years' experience who are looking to progress to the next stage in their career.

Delegates will gain up-to-date industry knowledge and skills needed to create multi-platform content in a fast-paced landscape. Valuable management and leadership training will enhance their ability to mentor and develop junior staff, and to make strategic decisions. The programme provides a thorough understanding of the law, relevant codes of practice and ethical principles, as well as data analytics and presentation. Learners will be able to follow different pathways, including those for broadcast, print and digital, and PR and communications.

Level 7 programmes are equivalent to studying at postgraduate level (although you don't need to have an undergraduate degree to take part). As such, this is an excellent opportunity to upskill and reskill journalists operating at a senior level.

WHAT DOES THE CONTENT LOOK LIKE?

- ▶ Industry knowledge, trends, techniques and challenges
- ▶ Multi-platform content creation
- ▶ Research and Sources
- ▶ Media law and ethics
- ▶ Management and leadership styles
- ▶ Data analytics, analysis and presentation
- ▶ Specialist masterclasses will be provided for broadcast and print

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 (these are typically delivered remotely)
- ▶ Set assignments & independent learning exercises
- ▶ Project work
- ▶ Self Guided Learning including Digital Workbooks
- ▶ Progress reviews with your dedicated Programme Lead
- ▶ The NCTJ National Qualification in Journalism (NQJ) forms part of this qualification. Assessment for this mandatory diploma includes three elements – media law and ethics exam, e-logbook of evidence and practical skills-based exams

ASSESSMENT & QUALIFICATIONS ACHIEVED

Apprentices will achieve the National Council for the Training of Journalists National Qualification in Journalism (NQJ).

Once the learner has achieved the NQJ, they will then undertake the End Point Assessment (EPA). On completion of the programme, learners will gain the Level 7 Senior Journalist Apprenticeship Qualification.

