

Senior Journalist

level 7



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.

Contents

- ▶ **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**

Learning Journey

This training programme is based on the [Senior Journalist Apprenticeship Standard](#).

To provide an **immersive and varied experience**, the learning journey is made up of various teaching and learning methods, including practical and interactive workshops, project work, group work, and self-guided learning.

Regular on-programme assessment can include assignments, presentations, reports, independent learning exercises, and building a portfolio of evidence. Every learner will also have regular progress reviews with their 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

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 Certificate.

Typical training period of

18 months

followed by an End Point
Assessment period of up to

3 months