

Formal Work-based Qualifications 2024

Programme	Start Month*	Key Modules
Content Creator level 3	June, July, September, November	Podcasting, Video Editing and Production, SEO Knowledge, Social Media Production, Image and Photography, Brief and Pitch Bootcamps
Coaching Professional level 5	April, September	Coaching for Performance, Coaching through Change, EQ and Social Intelligence, Coaching Styles and Values, Legislation and Ethics
Sales Executive level 4	May	Sales Planning, Customer Engagement, Customer Needs Analysis, Negotiation, Time Management, Customer Experience Management
Operations / Departmental Manager level 5	May	Change Management, Developing High Performing Teams, Remote Management, Creative Problem-Solving, Project Management, Managing Conflict
Associate Project Manager level 4	June, October	Project Communication, Leadership and Governance, Budgeting and Cost Control, Project Stakeholder Management, Business Care and Benefits Management
Senior Leader level 7	June	Cultivating High Performing Teams, Creativity, Innovation & Entrepreneurialism, Organisational Resilience & Sustainability, Developing Collaborative Relationships
Journalist level 5	June	Mobile Journalism, Cross-Platform Skills, Video Production, Media Law, Digital Storytelling, Ethics & Regulation, Data Journalism
Effective Leadership Level 3 (based on Team Leader/Supervisor Standard)	June	Interpersonal Awareness, Performance Management, Emotional Intelligence, Organisational Strategy, HR and Compliance, Culture and Diversity
Advertising and Media Executive Level 3	June	Creative Problem-Solving, Understanding the Advertising Landscape, IPA Foundation Certificate, Effective Communication and Interpersonal Skills, The Digital Landscape
Multi-Channel Marketer level 3	June	Marketing Methods & Principles, Research & Planning, Customer Journey, Campaign Implementation & Management, Copywriting, Regulations & Legislation
Emerging Leaders level 3 (based on Business Administrator Standard)	September**	Interpersonal Skills, Emotional Intelligence, Creative Collaboration, Project management, Industry Knowledge and Regulations
Senior Journalist level 7	October	Multi-Platform Content Creation, Research & Sources, Media Law & Ethics, Data Analytics, Leadership Styles
Marketing Manager level 6 	October	Marketing Concepts & Theories, Marketing Strategy, Resource Management, Planning & Analysing, Leadership and Emotional Intelligence, Commercial Awareness

*all enrolment dates are subject to confirmation and availability

** more enrolment months to be announced

[Find out more about Bauer Academy](#)



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We care



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For more information on formal work-based qualifications with Bauer Academy, read our [most frequently asked questions](#). All commencement dates are subject to availability and will be confirmed 8 weeks ahead of enrolment.

Content Creator level 3

Launch: March, May, July, September, November

Duration: 13 months excluding End Point Assessment

Great storytelling is fundamental to all brands and businesses. 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. Delegates will gain valuable technical skills such as photography, website creation and video editing. They will also strengthen their collaboration and communication abilities.

[Read more here](#)

Sales Executive level 4

Launch: May

Duration: 14 months excluding End Point Assessment

This training programme focuses on planning, end-to-end sales interaction and managing sales internally within a business. It enables learners to develop their understanding of the digital landscape and how to maximise digital solutions to gain a commercial advantage. It will cover fundamental stages of the sales cycle, including the retention and growth of existing accounts, business generation, qualifying opportunities and closing sales. Delegates will also develop their skills to build customer relationships, establish rapport and create trust and confidence through demonstrating detailed product, competitor and market knowledge.

[Read more here](#)



Coaching Professional level 5

Launch: April, September

Duration: 14 months excluding End Point Assessment

Across all types of organisations, coaching is an effective tool for developing individuals and teams, enhancing their professional performance and maximising their potential. Coaching professionals build self-belief in others, encouraging them to be curious, self-aware, and better equipped to collaborate and innovate. Coaching skills are particularly valuable in increasingly remote and changing work environments, as they enable others to deal with change and overcome barriers of remote working. The programme will help delegates branch into one-to-one coaching, team coaching or leadership coaching.

[Read more here](#)

Operations/Departmental Manager level 5

Launch: May

Duration: 18 months excluding End Point Assessment

This programme is designed to develop key emerging skills, including effectively managing remote and dispersed teams, and demonstrating agility in managing change and dealing with uncertainty. This programme develops world-class leadership that is responsive to new workforce dynamics and business needs. It is designed to give meaningful development by providing practical training, theoretical knowledge and industry awareness that can be implemented quickly. It is aimed at experienced managers, providing an opportunity to build on existing skills and expertise.

[Read more here](#)



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- ▶ **Industry expert tutors**
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- ▶ **99% pass rate**



Senior Leader level 7

Launch: June

Duration: 22 months excluding End Point Assessment

This programme benefits business leaders and those in managerial positions looking to develop strategic leadership for an increasingly digital world and workplace. It focuses on the shift to hybrid working, giving leaders the knowledge, skills, behaviours, and tools to maximise the performance of every team. Supported by theory and the latest industry insight, leaders learn how to exploit opportunities and mitigate risks in response to fast-paced digital developments. Artificial Intelligence is an ongoing theme, ensuring leaders understand how AI relates to all aspects of their leadership journey. This programme prepares senior leaders for the evolving landscape of leadership amidst digital advances, cultural shifts, and unprecedented economic and social changes.

[Read more here](#)



Associate Project Manager level 4

Launch: June, October

Duration: 18 months excluding End Point Assessment

Every project, regardless of scope or sector, needs to be managed to ensure its success. Associate Project Managers therefore need good planning, organisation, management and communication skills. An Associate Project Manager knows what needs to be achieved, how it will be achieved, how long it will take and how much it will cost, and works with the project team to achieve the required outcomes. This programme is designed to develop the knowledge, skills and behaviours of an effective Project Manager to be able to thrive in a motivated and integrated team.

[Read more here](#)



Journalist level 5

Launch: June

Duration: 18 months excluding End Point Assessment

This programme is perfect for junior reporters or trainees and more experienced journalists looking to upskill across new platforms. Covering a range of topics and trends, this programme will ensure that journalists are fully equipped with the skills to perform in a fast-changing media landscape. Delegates will learn a range of digital skills including mobile journalism, social media skills, video and audio production, which will allow them to take their content to the next level. As well as digital skills, learners will also have the choice of following different pathways to suit their job roles, with options for those working in broadcast and print/digital newsrooms.

[Read more here](#)

Effective Leadership level 3

Launch: June

Duration: 12 months excluding End Point Assessment

The Effective Leadership programme is designed to develop people who have direct reports and lead teams – for example first line managers, team leaders, commercial, operational and project managers. They could be based across a variety of disciplines including content creation, administration, IT, HR, editorial, marketing, production, sales/commercial and digital.

The programme is perfect for those whose job roles require them to provide direction, instructions and guidance to others. Delegates will develop their skills in leading people, managing projects and building professional relationships.

[Read more here](#)



Advertising and Media Executive Level 3

Launch: June

Duration: 16 months excluding End Point Assessment

This programme is ideal for anyone with commercial responsibility for media campaigns and those involved in the day-to-day progress of the advertising process, from receiving the brief, client management and stakeholder liaison, through to measuring how effective the campaign or project has been.

Delegates will develop key skills such as taking effective briefs, understanding client objectives, finding creative solutions and project management. They will gain knowledge of the industry and future trends, helping them to be prepared, innovative and proactive in their approach to campaigns and creative solutions. Learners will complete the 'core' apprenticeship and then move on to specialise in one of two main parts of the advertising process: producing the advertisement (creative), or distributing the advertisement (media).

[Read more here](#)



**We are the UK's
market leading
apprenticeship provider
for Arts, Media and Publishing***

*Data source: Kaimetrics Ltd, August to October 2023



Multi-Channel Marketer level 3

Launch: June

Duration: 14 months excluding End Point Assessment

This programme is perfect for anyone who is tasked with the design, build and implementation of digital campaigns across a variety of online and social media platforms to drive customer acquisition, engagement and retention. The programme will allow learners to create effective digital strategies using the latest technology. It will equip them with up-to-date knowledge of emerging platforms and industry-standard software. It will also develop the interpersonal skills, including confident communication and collaboration techniques. Learners will gain a deeper understanding of planning a digital campaign, customer relation management and commercial strategy, as well as SEO and analytics.

[Read more here](#)

Emerging Leaders level 3

Launch: September

Duration: 12 months excluding End Point Assessment

This programme is designed to future-proof new and emerging talent, preparing individuals to rise to the demands of ever-evolving workplaces whilst building resilience, creating innovative and inclusive working cultures, and enhancing wellbeing. It is suitable for those involved in different parts of their organisation, interacting with customers, working across teams and solving problems. Delegates will explore up-to-date productivity and management practices to help build effective relationships and be adaptive, resilient and technically competent. They will develop communication and creative problem-solving skills by engaging in practical training.

[Read more here](#)

Senior Journalist level 7

Launch: October

Duration: 18 months excluding End Point Assessment

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. Upon successful completion, learners will achieve the NCTJ NQJ Diploma and the Senior Journalist level 7 apprenticeship standard. As such, this is an excellent opportunity to up-skill and re-skill journalists operating at a senior level.

[Read more here](#)



Marketing Manager level 6*

NEW!

Launch: October

Duration: Typical duration of 24–30 months excluding End Point Assessment

This qualification equips individuals with strategic marketing expertise, focussing on key modules such as planning, resource management, commercial awareness and leadership. Learners will gain proficiency in developing and implementing marketing strategies aligned with business objectives, managing budgets effectively, and overseeing the creative development of campaigns. With modules on stakeholder relationship management and corporate communications, this apprenticeship cultivates well-rounded skills, preparing candidates for roles like Marketing Manager, Communications Manager, and Product/Proposition Manager.

[Read more here](#)

*The content of this course is currently under construction and is subject to change.

To find out more and reserve places, please contact:

clients@baueracademy.co.uk