

JUNIOR CONTENT PRODUCER

LEVEL 3

APPRENTICESHIP STANDARD

HOW LONG DOES IT TAKE?

The expected duration of the programme is

14 months

WHO WILL THIS PROGRAMME BENEFIT?

Anyone in a business who is tasked with planning, producing and sharing innovative, creative and effective stories across multiple channels to excite and engage consumers or clients.

The programme is designed to ensure that delegates deepen knowledge and understanding of different digital media platforms and gain the key skills to reach their target audiences. This includes social channels, video, audio, blogs, creative writing and producing effective presentations.

Great story-telling is fundamental to all brands and businesses, therefore delegates may come from marketing, content/editorial, digital, communications and sales functions.

WHAT DOES THE CONTENT LOOK LIKE?

Topics covered are mapped to the key knowledge, skills and behaviours set out within the Apprenticeship Standard, and will include:

- ▶ Creating engaging and impactful social media content
- ▶ Optimisation of online content
- ▶ Cross platform idea generation
- ▶ Creating multiple opportunities to engage with audiences on different platforms from a single interview/story/event
- ▶ Video and audio/podcast skills and knowledge
- ▶ Post campaign analysis

WHAT DOES IT INVOLVE?

The programme will be 'built to fit' each client's needs, and will typically involve:

- ▶ Monthly workshops with our industry-expert Bauer Academy tutors
- ▶ Self-guided learning via our online platform – Apprentix – with extensive learning resources mapped to the programme
- ▶ Regular assignments that focus on developing hands-on skills
- ▶ Monthly and quarterly 1:1 professional coaching visits with an Academy Development Coach

ASSESSMENT AND QUALIFICATIONS ACHIEVED

Delegates build a portfolio of work throughout the programme and the end point assessment comprises three components: a workplace observation, a set brief test and a professional discussion.

On successful completion of the programme, delegates will receive the Junior Content Producer Level 3 Apprenticeship Standard certificate.

Delegates will be supported by our expert tutors and coaches every step of the way.

