

SENIOR JOURNALIST

LEVEL 7

APPRENTICESHIP STANDARD

HOW LONG DOES IT TAKE?

The expected duration of the programme is

18 months

followed by End Point Assessment

WHO WILL THIS PROGRAMME BENEFIT?

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.

Level 7 programmes are equivalent to studying at post graduate 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?

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

- ▶ Industry knowledge, trends, techniques and challenges
- ▶ Multi-platform content creation
- ▶ Research and Sources
- ▶ Media Law & Ethics
- ▶ Management & Leadership skills
- ▶ Data analytics, analysis and presentation
- ▶ Specialist masterclasses will be provided for both broadcast and print specialisms

WHAT DOES IT INVOLVE?

The programme will be 'built to fit' employer needs and will typically involve:

- ▶ Regular interactive face to face and/or remote workshops, typically a 2-day workshop, every 8 weeks
- ▶ Set assignments and independent learning
- ▶ Regular mentoring calls and meetings with Bauer Academy development coaches
- ▶ The NCTJ National Qualification in Journalism (NQJ) Diploma forms part of this qualification and assessment for this mandatory diploma includes three elements – media law and ethics exam, e-logbook of evidence and practical skills-based exams

Learners will be supported by our expert industry-based tutors and coaches every step of the way.

ASSESSMENT AND QUALIFICATIONS ACHIEVED

Upon successful completion, learners will achieve the NCTJ NQJ Diploma and the Level 7 Senior Journalist Level 7 Apprenticeship Standard.

