



# JUNIOR CONTENT PRODUCER

## LEVEL 3

### OVERVIEW OF THE PROGRAMME

**Planned launch:**  
September 2022

**Duration:**  
13 months excl.  
End Point  
Assessment

**Cost:** £12,000—can  
be fully **levy-funded** \*

Great storytelling and creating engaging content are fundamental in a range of sectors, not just within media. We live in a multi-platform age where it's vital to reach audiences across different formats, whether that's audio, video, print or digital.

This programme deepens the learners' understanding of different digital media platforms and teaches new skills to identify and reach their target audiences. Delegates will be taken on a journey through video and audio production, social content, planning & SEO, creative writing and delivering effective presentations. They will learn from experts across the industry and develop new approaches to creative solutions for clients and audiences.

Upon successful completion of this programme, learners will have created a portfolio of engaging creative content across a variety of media platforms and achieved the Level 3 Junior Content Producer Apprenticeship Certificate.

### PROGRAMME LEAD



#### Katy Blackwell

Katy is an award-winning content producer with 14 years' media experience managing high profile websites, CRM & digital marketing content within the Radio, Games (SEGA) & Publishing industries. Before joining Bauer Academy, Katy was Production Manager for Bauer's creative advertising team, responsible for multi-platform commercial partnership campaigns across digital, print, radio and social with Bauer portfolio brands. Katy also comes from an academic background with a Media Production Degree in TV, Film, Scriptwriting & Research and Masters in Radio News Journalism & Audio Feature production.



All timetable dates are provisional and subject to change – any necessary changes will be notified in writing to learners and employers.

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| Weds 21st September 2022<br>2pm – 5pm          | <b>Welcome/Enrolment Workshop</b><br>An opportunity to meet your Programme Leader and find out more about the programme ahead  |
| Weds 21st September 2022<br>12pm – 1pm         | <b>Line Manager Briefing</b><br>A mandatory session for all line managers to understand the requirements of programme, expectations of them and chance to meet the Programme Leader  |
| Thurs 22nd September 2022<br>10am – 5pm        | <b>Intro to Storytelling</b><br>Intro to storytelling, Copywriting & Tone of Voice   |
| Thurs 13th October 2022<br>10 – 5pm            | <b>Image &amp; Photography</b><br>Image & Photography Basics & Best Practice   |
| Thurs 17th November 2022 (TBC)<br>10am – 5pm   | <b>Mobile Video</b><br>Storyboard, Film & Edit your own video on the go!   |
| Thurs 1st December 2022<br>10am – 1pm          | <b>Study Huddle</b><br>Opportunity to review and complete outstanding assignments, ask questions, plan project work and look ahead to end of programme   |
| Thurs 15th December 2022<br>10am – 5pm         | <b>Social Media Production</b><br>Social media basics and creating engaging social media content   |
| Thurs 19th January 2023<br>10am – 5pm          | <b>Social &amp; SEO</b><br>Social Planning & Best Practice, Google Trends, Driving Online Traffic & SEO Optimising Content   |
| Thurs 16th February 2023<br>10am – 5pm         | <b>Brief &amp; pitch – part 1 (intro)</b><br>Exploring campaign briefs and different tools and techniques for creativity & idea generation   |
| Thurs 16th March 2023<br>10am – 5pm            | <b>Brief &amp; pitch – part 2 (confidence!)</b><br>This workshop looks at effective presentation skills needed to pitch ideas confidently  |
| Thurs 30th March 2023<br>10am – 1pm            | <b>Study Huddle</b><br>Opportunity to review and complete outstanding assignments, ask questions, plan project work and look ahead to end of programme   |
| Thurs 20th April 2023<br>10am – 5pm            | <b>Brief &amp; pitch – part 3 (advanced)</b><br>The final workshop on Brief & Pitch is a group task where learners collectively respond to a brief and present back to the wider group   |
| Thurs 25th May 2023<br>10am – 5pm              | <b>Audio</b><br>Audio Production (editing)   |
| Weds 21st & Thurs 22nd June 2023<br>10am – 5pm | <b>Podcast Bootcamp – 2 days</b><br>2x days dedicated to a group project recording & editing a podcast in groups   |
| Thurs 6th July 2023<br>10am – 1pm              | <b>Study Huddle</b><br>Opportunity to review and complete outstanding assignments, ask questions, plan project work and look ahead to end of programme   |
| Weds 26th & Thurs 27th July 2023<br>10am – 5pm | <b>Video Bootcamp – 2 days</b><br>2x days dedicated to a group project recording & editing a video project in groups   |
| Thurs 10th August 2023<br>10am – 5pm           | <b>Online &amp; Websites</b><br>Build your own website / online portfolio  |
| Thurs 7th September 2023<br>10 – 5pm           | <b>Skills Session: Effective Communication &amp; Perfect Portfolios</b><br>Top tips and practical exercises around effective communication to help prepare such as role play and interview techniques and looks at how to use storytelling tactics to create engaging portfolios of work |
| Thurs 14th September 2023<br>10am – 5pm        | <b>Skills Session: Creative Briefs</b><br>This workshop revisits the Brief and Pitch workshops from earlier in the programme and goes deeper into effective responses to creative briefs   |
| Tues 26th September 2023<br>10am – 1pm         | <b>Programme Reflection Huddle</b><br>A short session to consolidate learning from across the programme, this session includes information on next steps for career development and progression, looking at ways learners can continue their learning beyond this programme              |


**MORE INFORMATION**

\* For more information on apprenticeship eligibility and funding, click [here](#).

Read our most [frequently asked questions](#).

To reserve your learner place(s) contact [clients@baueracademy.co.uk](mailto:clients@baueracademy.co.uk)