

Level 3 Junior Content Producer **New Apprenticeship Standard**

At Skills Training UK we go further in fully understanding what it is that our employer clients want to achieve from their training. We work as their partner in delivering on that vision, developing stronger employees who work well as individuals and as part of a team.



This apprenticeship (also referred to as a Creative Content Assistant) is specialised for individuals involved with content management, where they will be responsible for developing and creating content that can be used across a variety of media including digital, social media, broadcast or in print.

Typical job roles: Creative Content Assistant, Content Co-ordinator, Content Producer, Copy Producer.

Role Requirements

The learner must have the knowledge to be able to carry out (as a minimum) the list below:

- Analyse the differences between media campaigns aimed at retention, acquisition and conversion of customers for clients
- Identify & recommend the appropriate platform/s or channel/s to use for the media campaign
- Present ideas, pitches and proposals for creative content to be further developed
- Ensure that the content being developed is organised, structured and labelled effectively and in a logical manner that allows for efficient search and retrieval
- Develop and maintain effective working relationships with clients, colleagues and suppliers
- Understand the user experience to ensure content is focused on maximising engagement
- Capture images and audio using basic video, still cameras and audio equipment
- Use lessons learned to evaluate the success of the campaign and identify areas for improvement for future campaigns
- Develop and maintain own competence and knowledge in specialist areas

Employer Commitment

While direct experience of project management is not required, an employer must be prepared to provide the learner with the opportunity to carry out work and be part of projects which will enable the learner to produce substantial evidence towards their qualification. In order to ensure the successful progression of the learner we request that employers participate in joint reviews of the learner's progress at regular intervals throughout the apprenticeship and have some involvement with the project(s) being undertaken. This ensures continued and positive progress through the apprenticeship. It will also provide the opportunity to discuss and agree how any issues are to be resolved and how additional stretching and challenging activities can be built in.

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<< Eligibility

Learners must hold Level 2 qualifications, which would include: Grade A-C GCSE's, a level 2 apprenticeship or other relevant qualifications.

Maths and English qualifications must be held; minimum accepted levels include: Grade D GCSE or Level 1 Functional Skills.

Knowledge, Skills and Behaviours

The Level 3 Junior Content Producer includes the following elements:

Knowledge:

- Understand the content planning
- Understand where content creation fits within a marketing strategy
- Knowledge of different styles of writing that can be used
- The regulatory and legal requirements when using media assets
- Basic understanding of various media channels
- Understanding of how to write copy that persuades

Skills:

- Effective interpretation of client briefs
- Present ideas, pitches and proposals
- Ensure content is accessible to all end users
- Operate effectively within the production workflow
- Write and edit copy for use in print and online
- Use basic video, still cameras and audio equipment
- Use standard industry packages to edit and post product content Prepare and manage media assets

Behaviours:

- Passion for creating content for creative and digital media
- An ability to work effectively both individually and collaboratively
- The ability to build and maintain positive relationships with customers
- A strong work ethic and commitment
- Recognition and compliance with equality and diversity

Training in a different class

Duration

The duration of this apprenticeship is 16 months. Please note the last 3 months of the apprenticeship is allocated for the end point assessment.

How do we support

During the duration of the programme, the learner will have a dedicated assessor who will visit them within the work place a minimum of once per month in order to support their learning, development of competency and generation of evidence. This will also be supported between visits by off-site information, advice, guidance, academic progress and technical competence support.

The assessor will work with the learner and the employer in order to ensure that all learning needs are being met for both parties, in order to ensure successful progression against all elements of the apprenticeship during the period of the programme. The knowledge elements will require formal teaching sessions, which may take place within an appropriate area within the workplace or off site, in order to ensure the learner gets the maximum benefit of the learning to successfully pass all associated assessments.

Independent End Point Assessment

To successfully complete the apprenticeship, the learner needs to pass an independent End Point Assessment which has several stages:

- **Observation** – this will be an observation carried out by the external assessor, in the learner's workplace to assess their knowledge, skills and behaviours.
- **Set Brief** – undertaken within a controlled environment (away from the day to day workplace), where they will be provided a client brief to prepare a presentation on
- **Learner interview** – this is carried out via a face to face or skype call with an assessor from the end point assessment organisation, where questioning will be carried out around the learnings of the apprenticeship.

The assessor from the end point assessment body will then decide whether to award successful apprentices with a pass or distinction.

Please get in touch

email apprenticeships@skillstraininguk.com telephone 0800 612 6224 www.skillstraininguk.com