



CONTENT CREATOR

LEVEL 3 APPRENTICESHIP

DETAILS

Are you passionate about creating compelling content that captures people's attention and drives engagement? Do you dream of turning your creative ideas into a successful career? Look no further than our Content Creator Apprenticeship programme.

Learning from industry experts is key. The Content Creator Apprenticeship connects you with professionals who have successfully navigated the ever-evolving world of content creation. They will share their expertise, insights, and valuable tips, helping you fast-track your learning process.

Theory is important, but nothing beats hands-on experience.



Through this apprenticeship, you'll have the chance to work on real-world projects and gain practical skills that will set you apart from the competition.

Whether it's writing blog posts, creating videos, managing social media accounts, or designing graphics, you'll be immersed in the content creation process from day one.

Programme in Brief

- Duration - 16 months
- Blended delivery including Face-to-face and online learning
- Develop learners knowledge, skills and behaviours
- End-point Assessment

ON PROGRAMME LEARNING

This is when you will learn the skills, knowledge and behaviours which will support you for your end-point assessment. You will take part in a combination of activities, such as face-to-face classroom-based sessions, remote learning sessions, work shadowing and online learning, in order to support your learning and development and compile a portfolio of evidence.



KNOWLEDGE

- Budget Setting for content
- Understand core audiences
- Segment audiences
- Plan content
- Channels, formats and platforms
- Workflow process
- Regulatory & legal requirements
- Employer responsibilities
- Commercial drivers
- Brand awareness & purpose
- Marketing strategy
- Communication styles
- Visuals and audio principles
- Webpage optimisation
- Mapping user journeys
- Content tools



SKILLS

- Research ideas and concepts
- Evaluate brand
- Prepare a mood board
- Present ideas, pitches, proposals
- Storyboard/outline script ideas
- Interpret data
- Develop accessible content
- Write and edit copy or scripts
- Create/capture visuals & audio
- Source/obtain/prepare assets
- Use industry standard tools
- Identify/recommend platforms
- Engage/respond with audiences
- Monitor user experience
- Analyse audience data
- Evaluate the success of content



BEHAVIOURS

- Produce high quality creative content
- Team-focussed
- Works effectively with colleagues
- maintain positive relationships
- Takes ownership of work
- Acts in a professional and ethical manner
- Committed to keeping up to date
- Reflect on the results of the content created

*Please see the Apprenticeship Standard for more details on the knowledge and skills elements

Off-the-Job Training

Apprenticeships are about upskilling an individual. Reaching occupational competency takes time. Many employers and apprentices have praised the positive effect off-the-job training has on their productivity and apprentices feel valued by the significant investment in their training. All off the job training must be relevant to the Apprenticeship Standard being undertaken. This will be agreed before you commence your programme.

END-POINT ASSESSMENT

At the end of the on programme learning, you will be required to undertake an end-point assessment to demonstrate you have met the occupational standard. This includes:

- Project or campaign evaluation report, presentation of additional/new content and questions
- Professional discussion underpinned by a portfolio of evidence



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