

# Content Creator Apprenticeship Standard

## Role/Occupation: Content Creator

### Level 3



**Overview:** Creating content for a wide range of media, including digital, social media, broadcast and print.

This occupation is found in employers across all sectors. It is a role that can be found in both creative and non-creative industries, within employers big or small and either public, private or third sector employers who may work in the charity, social media, digital agency and broadcast fields.

The broad purpose of the occupation is to develop and create written and audio-visual content that can be used across a variety of platforms and media. This may include social media, broadcast or in print.

A Content Creator works to a brief. They research, prepare and develop the messaging to maximise audience engagement. They capture the strategy and objectives of the brand and needs of the customer, client or business. The content they create can be used as part of media, advertising, documenting and marketing campaigns and across different platforms and channels. An interest in technology and creating content is a must.

An employee in this occupation will be responsible for delivering high quality content on time and on budget that meets the brief. They need to be aware of the legal and regulatory framework and take this into account throughout the content development process. They are required to keep up to date with new technologies, platform developments and consumer trends.

#### DURATION

The apprenticeship will typically take 18 months to complete.

#### ENTRY REQUIREMENTS

Entry requirements will be determined by individual employers.

#### ENGLISH & MATHS

Apprentices without Level 2 English or Maths will need to achieve this prior to taking their End Point Assessment.

For those with an education, health and care plan or a legacy statement, the minimum English and Maths requirement is Entry Level 3. For those whose primary language is British Sign Language, BSL qualifications are an alternative to English qualifications.

#### QUALIFICATIONS

There are no mandatory qualifications for this apprenticeship standard.

## COMPETENCIES

### Knowledge: What is required

The principles and process of setting a budget to produce content

The methods used to segment and understand core audiences and how to plan content for these

Availability of data and its use to inform decision making when identifying channels, formats and platforms for content creation

The end-to-end production workflow process for the organisation, key stages and own role within this

The regulatory and legal requirements when using media assets such as copyright, intellectual property rights, GDPR, web accessibility and non-disclosure agreements

Personal and employer responsibilities regarding data protection and data sharing, the potential impact on a business and the regulations that cover this

How to identify the commercial drivers for a client/customer

The importance of brand, brand awareness, brand purpose, branding guidelines and the intended audience within a brief

Where content creation fits within a marketing strategy

How tone of voice can be adapted effectively to reflect the content

How audiences and their behaviours differ across channels and platforms and the different communication styles that could be used

How creative content can be used across multiple channels and platforms and how the platform chosen affects the content production

The different writing styles that can be used according to type of content, channel, platform required

Correct use of grammar, punctuation, spelling and inclusive language

The principles of writing persuasive copy for a person or group or to raise brand awareness

The principles applied to create or capture visuals/audio when using standard packages & equipment

Where to source, adapt and edit content from

How to organise, structure and label content effectively, methodically and securely to enable efficient search and retrieval

How web pages are published and how the content can be optimised to ensure high rankings in search engine results

The importance of clearly articulating requirements and how this can influence priorities for campaign

How communication styles can be adapted to suit different audiences

How to plan content delivery against the schedule

The principles for creating an effective campaign with measurable outcomes

The principles of mapping user journeys to ensure content is focused on maximising engagement

Ways/methods of engaging with audiences, how to respond to evolving situations, recognise potential threats/issues and when to escalate these

How to evaluate the success of the campaign against the objectives, using available data

How to keep up to date with existing and evolving content tools, platforms, trends and talent

Approaches to managing and marketing own skills and services

The culture of the organisation in which they are working, the commercial pressures, project deadlines and organisational working practices

How the structures, regulation and funding of organisations affects creative media activities

## **Skills: What is required**

Interpret the aims of the brief

Research ideas and concepts to meet the brief

Evaluate brand requirements and brand guidelines

Prepare a mood board or other visual aid for the content to be created

Present ideas, pitches and proposals for creative content to be further developed

Storyboard and outline script their ideas for content to be developed

Interpret data, consider its integrity and use it to inform content

Develop accessible written content for different platforms and devices

Apply best practice and inclusive language when creating content

Write and edit copy or scripts for use on different channels and platforms

Create or capture visuals and audio using standard packages and equipment

Source, obtain and prepare media assets for use; using industry standard packages to adapt and edit content

Use industry standard tools and content management systems to organise, structure and label content effectively, methodically and securely enabling efficient search and retrieval

Identify and recommend the platform/s or channel/s to use for the media campaign

Develop and maintain effective working relationships with clients, colleagues and suppliers, establishing and using professional contacts

Engage and respond with audiences through social media, adapting content to respond to evolving circumstances

Monitor user experience to ensure content is focused on maximising engagement

Analyse the differences between audiences using audience segmentation techniques and data

Use lessons learned to evaluate the success of the content and identify areas for improvement for future campaigns

Use continuing professional development planning to support own current and future training and development needs

Operate effectively within the production workflow to meet production timelines

## **Behaviours: What is required**

Committed to producing high quality creative content

Team-focussed and works effectively with colleagues and others

Acts in a way that builds and maintains positive relationships with customers

Takes ownership of work and strives to achieve quality content

Acts in a professional and ethical manner, embracing equality, diversity and inclusion in the workplace

Committed to keeping up to date with new technologies and industry best practice

Reflects on the results of the content created and identifies areas for improvement

## ON-PROGRAMME DELIVERY

Each apprentice will be allocated a Coach to support ongoing learning and preparation for End Point Assessment. In addition Progress Reviews will take place regularly to ensure the apprentice is on track. All apprentices will be invited to attend relevant workshops to support the development of their Knowledge, Skills and Behaviours.

## END POINT ASSESSMENT

The EPA will take place in the last four weeks of the Apprenticeship and will comprise two assessment methods:

1. Project or Campaign Evaluation Report, Presentation and Questions
2. Professional Discussion, underpinned by a Portfolio of Evidence

The EPA will be conducted by an Independent External Assessment Organisation (IEAO).

## PROGRESSION

Apprentices achieving this apprenticeship standard could progress on to a Marketing Executive role.

## REALITY CHECK

- Workshops are held in Cirencester
- Time and support required from the employer to the apprentice during the apprenticeship to include: regular Performance Reviews, relevant off the job training and preparation for the final EPA
- Expectation of significant amounts of study/work from the apprentice in order to meet the requirements of the apprenticeship
- Employer has to be involved in the EPA and provide support and time to the apprentice in preparation for the EPA

## COSTINGS

### **Maximum Funding Band: £10,000**

The cost of the apprenticeship will be negotiated with you in line with Government guidelines.