

Level 3 Content Creator

What will you gain:

Level 3 Content Creator

Level 1/2 Functional Skills
in maths & English
(if not already attained)

Progression Routes:

Career opportunities such
as management or senior
support roles

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. They simplify and tailor a message to the audience to suit the purpose. These can be used across different platforms and channels. An interest in technology and creating content is a must. In their daily work, an employee in this occupation interacts with a wide range of internal and external stakeholders throughout the end-to-end content creation process..

LEARNING ACTIVITIES

E-LEARNING / SELF STUDY

Complete various e-learning & self study modules

MASTERCLASS

Online classes hosted by specialised skills coaches

PROJECTS & ACTIVITIES

Complete projects & activities to improve skills & behaviours

ONE - 2 - ONE

One -2- one learning sessions with Skills Coaches

FUNCTIONAL SKILLS

Complete your English & Maths learning & exams

EMPLOYER LED LEARNING

Attend conferences, events & training led by your employer

END POINT ASSESSMENT

Evaluative Report

The evaluation of a project or campaign that the apprentice has contributed to and developed content for, in the last 6 months leading to gateway

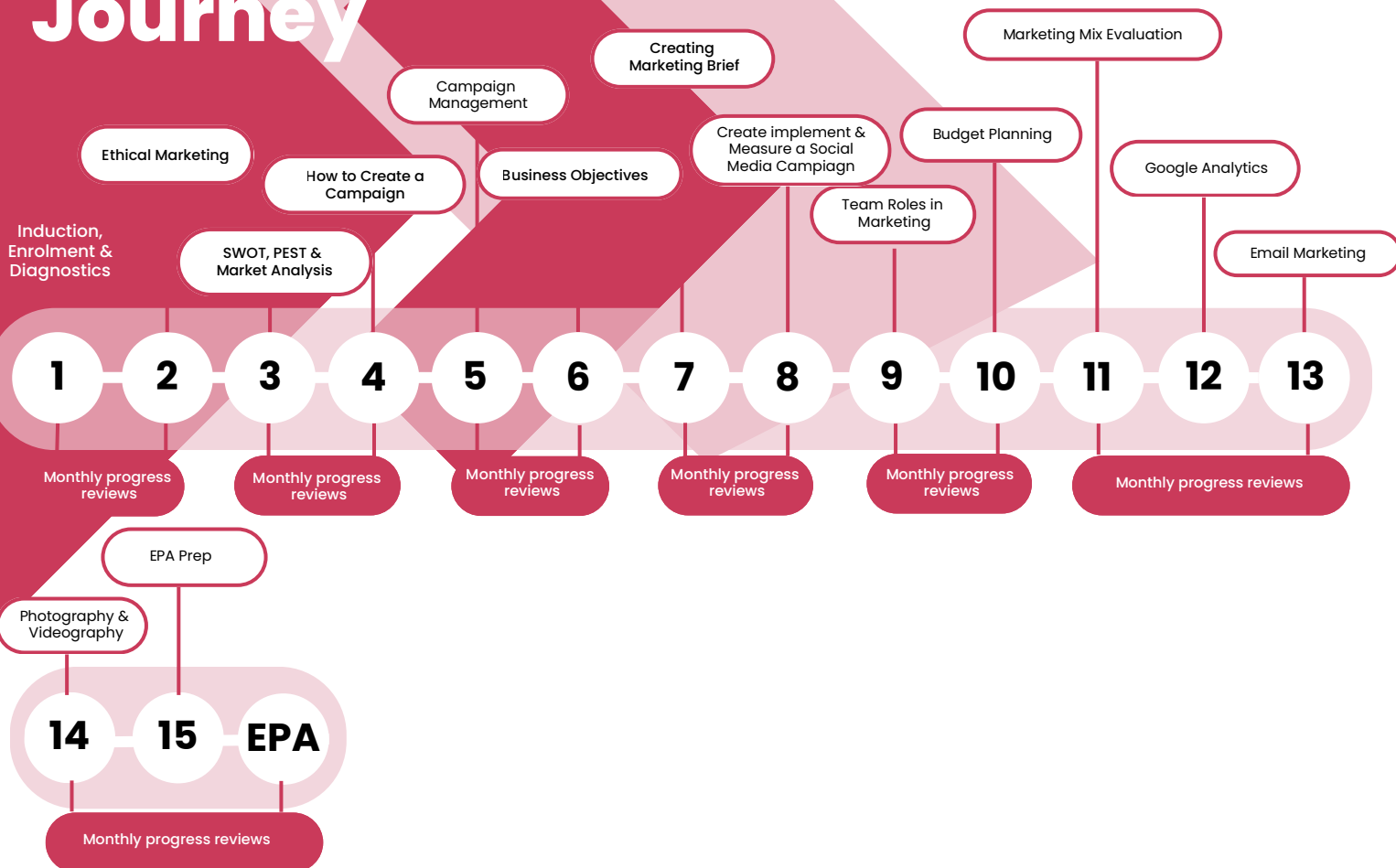
Project with Presentation

The portfolio of evidence gathered during your programme will be used during the professional discussion

Professional Discussion

The presentation demonstrates knowledge, skills and behaviours relating to the areas assigned

Typical Apprenticeship Journey



Off the job training

What counts towards off the job?

Is it **directly relevant** to the apprenticeship standard or framework?

YES →

Is it teaching **new** knowledge, Skills and behaviours?

→

Is the learning taking place within the apprentice's **normal working hours**?

YES →

If it's English or maths, is it above Level 2?

YES →

This counts as off-the job training

↓ **NO**

↓ **NO**

↓ **NO**

↓ **NO**

This isn't off-the job training